

TORICALC

A first tier customizable mobile platform

Based on proven spherocylinder over refraction formulas ToriCalc quickly calculates cross cylinder contact lens prescriptions. It is available immediately in the iTunes Application store.

ToriCalc is also available as a private label application.

ToriCalc has been engineered to increase speed and accuracy.

Prescription information may be entered from baseline spectacle refraction or from lens on eye information.

In addition to calculating resultant lens powers ToriCalc includes a spectacle lens conversion system as well as a subjective graphical interface to modify axis alignment.



TORICALC

A first tier customizable mobile platform

Today's digital experience is dominated by mobile technology . More information is being searched on smartphones and tablets than on computers.

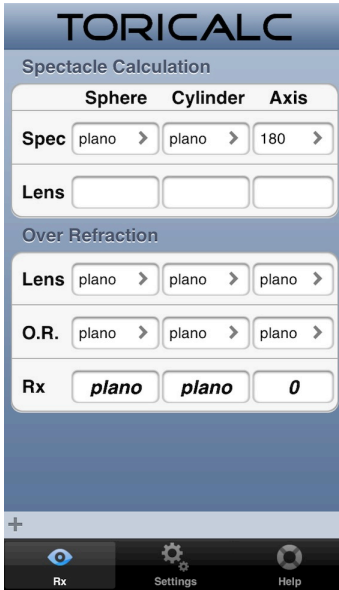
Mobility is the new normal and ToriCalc is designed to include your organization in the transition to mobile.

Rather than design an application and ask clients to fit it into their business model, we decided to go down a different more personal path.

ToriCalc presents your business with your unique branding, and customized added value features to increase your organization's scope and interactivity with customers, members and employees.



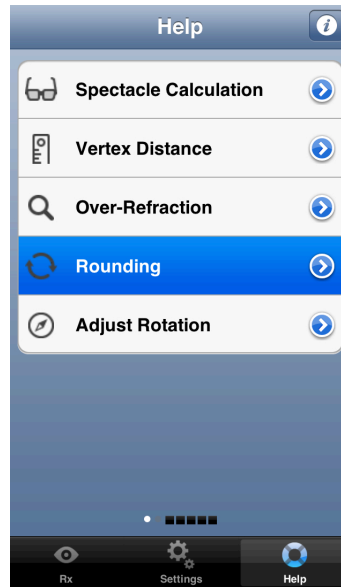
TORICALC IS A UNIQUE MOBILE APPLICATION BUSINESS SOLUTION FOR ORGANIZATIONS SUPPORTING EYE CARE SPECIALISTS



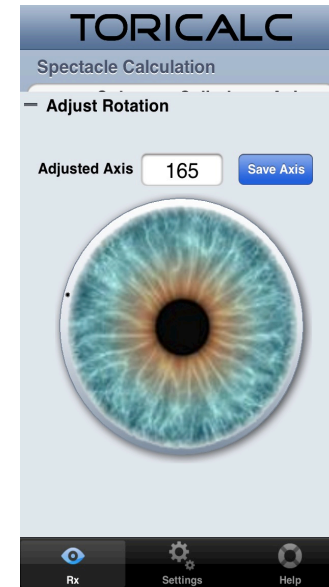
Designed for eye care specialists, manufacturers, educators and distributors.

Available in a privately branded format or as individual download for immediate use

Apple iOS and Google Android applications are available



Developing mobile applications can be time consuming and expensive in both development and support. ToriCalc, as a private label option, provides a cost effective system to build brand awareness and increase exposure in the expanding mobile marketplace.



ToriCalc can be branded to meet customer demand and optimized to include client specific features.

A monthly license model is unique in the industry and opens up mobile computing to a variety of business or groups that desire to increase customer reach and tie mobility to current digital infrastructure.

TORICALC

A first tier customizable mobile platform

Branded to your specifications

Nearly endless possibilities for custom content

- Clinical Reviews
- Product Guides
- Contact List
- Company profile
- Link to order entry and customer service
- Special offers
- Calendar of events
- Ask the experts
- Web site embedded links in mobile format



TORICALC

A first tier customizable mobile platform

Incorporate ToriCalc into your marketing strategy

- No development costs
- No service costs
- No distribution costs
- Monthly license fee model
- Begin with ToriCalc and add

your unique features

Call us or email to schedule a review of the program and explore the opportunity to expand your business by adding a custom mobile application to your digital resources.

Phone: 253-925-2020

Email: sales@toricalc.com

Download Adobe Reader [HERE](#)

Download Press Release [HERE](#)

Download product details [HERE](#)



TORICALC

A first tier customizable mobile platform

ToriCalc is brought to you through a joint venture between Innovative Insights LLC and Abacus International

Innovative Insights LLC

Founded in 2010, Innovative Insights is focused on increasing client impact through innovation. We are specialists in the use of digital marketing and crafting strategic business solutions that combine marketing, technology and a fresh perspective to increase brand awareness while adding value to customer relationships.

Abacus International Corporation

Abacus International Corporation is a software development and consulting company that has been creating client based software solutions since 1993. Abacus develops custom software across a wide range of industries including manufacturing, optical, hospitality, golf and casino gambling. Abacus specializes in enterprise database applications with mobile extensions. Database expertise includes experience with Oracle, SQL Server, MySQL, MS Access, SQLite and Advantage.

