

Following the high standards of today's world of marketing, **Optotech** (former Itf-Lab of Emmetropia Mediterranean Laser Eye Clinic, since 2005) is the **first company in Greece** that can deliver high quality innovative services guaranteed to **enhance** your **brand image and sales**.

The **Eye Tracking** technology can be a powerful tool for the marketing department of your company, because:

- **It is a highly innovative technology**, offering a head start to those who use it.
- **It can deliver statistical analysis and specific results**, contrary to the traditional-conventional methods of quality evaluation.

- **It mirrors accurately focal areas of interest of the user's eyes**.

The results delivered by this research are measurable, scientifically proven and are not affected by physiological factors (as is the case with the use of questionnaires).

So, what would you say about taking your company to the next level?