

CASE STUDY



DEVLYN OPTICAL DIGITAL EYE-HEALTH SELF-SERVICE KIOSK

Overview: Advanced Kiosks and Devlyn Optical have launched a custom kiosk in Houston, TX to improve access to eye care for the underserved Hispanic community. This innovative kiosk combines virtual eyewear fittings with remote eye health screenings, leveraging high-definition webcams and face-tracking software. Located in a busy Hispanic grocery store, its eye-catching design and interactive features offer a convenient, no-appointment-needed solution for vision care. This initiative highlights the power of self-service technology to address healthcare disparities, making essential services more accessible.

On a regular basis, Advanced Kiosks helps implement self-service technology for customers of all kinds. When Houston, TX vision care provider [Devlyn Optical](#) contacted us about their project, we tested their software on one of our kiosks at our Concord, NH, facility to make sure that this would work out of the box. As soon as we tried it we were all impressed and we are sure you will be too.

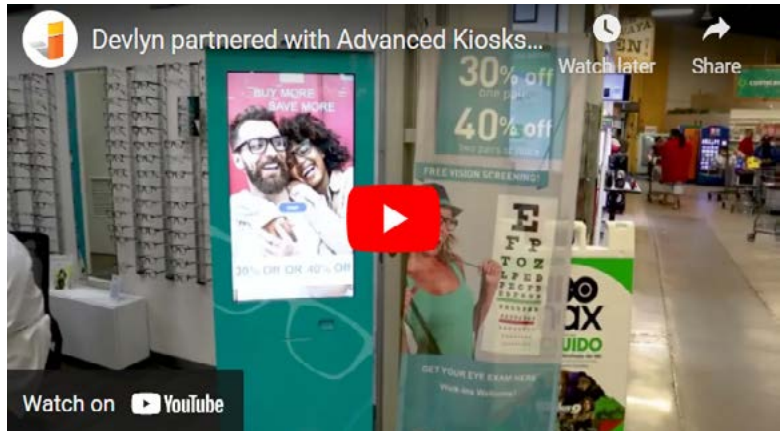


THE CHALLENGE

Houston is one of the most diverse cities in America. The Houston metro area is home to more than 6.5 million people of a variety of ethnicities and income levels. [Great disparities exist](#) amongst its inhabitants, particularly when it comes to the availability of affordable health and vision care services for the city's large Hispanic population. Residents often don't get the care they need.

This is an issue of great importance to Jesse Devlyn, owner of Devlyn Optical. According to the [International Agency for the Prevention of Blindness](#), there is evidence to show that between 25% and 40% of people with significant eye pathology will be affected by depression. In addition, a [2021](#)

[study appearing in the medical journal JAMA Ophthalmology](#) indicates that correcting vision problems in school children leads to higher test scores and better academic performance.



THE SOLUTION

Devlyn partnered with Advanced Kiosks for a custom kiosk project that may change the way people think about the way prescription eyeglass services and eye health checkups are delivered.

Their unique solution offers both eye health checkups and virtual eyewear style fittings in the same self-service kiosk system. While providing a one-stop-shop for eye care service was a motivating factor behind this project, Jesse Devlyn says the main driving force was a desire to make cheap and convenient healthcare more accessible for the underserved Hispanic population in the Houston area. Devlyn frequently sees a lack of these types of services for those who need them most and hopes this kiosk will inspire new ways to improve the lives of people in the Houston area and beyond.

Devlyn Optical provided custom artwork for a branded vinyl wrap on their [Merchant Max kiosk](#) eye care station, creating a visually stunning kiosk. The large, portrait-style touchscreen and the LED light panel built into the top of the kiosk are bright and attractive, guaranteed to catch the eyes of passersby. The kiosk is placed in a high-traffic location in a popular Hispanic grocery store, catering specifically to that community.

The interactive software offers users the ability to try on different frame styles virtually, using a high-definition webcam and face-tracking software to show what the frames would look like on the user's face. This technology spares the user from having to make an appointment with an eye doctor just to pick out a new style of eyeglass frames.



Even more impressive is the ability of the kiosk to conduct remote eye health screenings. Completed virtually on the kiosk machine via custom software, the system requires only a webcam installed above the monitor to function.



THE RESULTS

For the underserved populations in the greater Houston area, these eye health services offered by the Devlyn Optical kiosk help to bridge the health service gap between economic and societal classes. The kiosk is a prime example of how self-service technology can be used to benefit communities in need and should help to inspire more healthcare organizations to follow suit.

For more details on the technology behind the eye health software, reach out directly to Devlyn Optical at 1-800-778-2145. Are you ready to start your self-service journey? Reach out to the Advanced Kiosks Sales Department at sales@advancedkiosks.com, call (603) 865-1000 or [contact us on our website](#).