

The 6 OPTA configurations have been compiled to appeal to a wide range of users for a wide variety of applications; for construction, assembly, manipulation, rework, repair, and inspection tasks across a diverse range of industries including plastics, dental laboratory, electronics manufacture, jeweler, education and general production. The X4 and X6 magnifications are most commonly used for detailed hand working. Though many markets will benefit from these magnifications, the initial focus for generating marketing materials will be on industries where manual labor is used for producing low-cost volume items. The markets listed below have been identified and include a range of value levels that incorporate this need for manual viewing.

- Jewelry
- Education
- Dental Laboratory
- Wire looms
- Fasteners
- Plastic manufacture
- Automotive Repair
- General production

OPTA vs. Bench magnifiers

- Higher magnification showing more detail
- Better ergonomics due to the forward-facing user position relieving pressure on the user's neck
- Better performance. Add-on lenses to increase the magnification of bench magnifiers reduce the view to one eye losing the stereo 3D view.
- Slightly higher cost justified by the improved performance, ergonomics, and magnification

OPTA vs. Binocular stereo microscopes

- Ergonomic position, better postural comfort, and eye comfort
- Eyepiece-less design, easier to align eyes with 10X larger exit pupils
- Enhanced depth perception, due to dynamic view optics
- Very competitively priced compared to entry-level stereo microscopes.

OPTA vs. Digital microscopes

- 3D stereo view enables depth perception of the viewed subject
- 3D stereo view enables shape, and texture to be seen, doing away with the ambiguity of a 2D viewing system
- Easier working with tools if the system is used for manipulation
- Higher resolution, better color rendition, and far better dynamic range possible compared to digital systems.