



OPTOMED

SMARTSCOPE

Company presentation

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Company Facts

Company Name:	Optomed Oy
Established:	December 2004
Locations:	HQ and R&D in Oulu, Finland, Manufacturing in Austria, Company representative in USA, Sales office in Shanghai, China
Products:	Digital ophthalmoscopes, otoscopes and dermatoscopes for screening and diagnosis
Management:	Former executives in mobile phone industry combined with healthcare professionals
Personnel:	13 (+ subcontractors)
Stage:	Product ready, CE & FDA approved, ready to sell
Ownership:	Founders, strategic partners and 4 early stage VC companies: <ul style="list-style-type: none">• Finland, Switzerland, UK



Optomed Smartscope M3-1

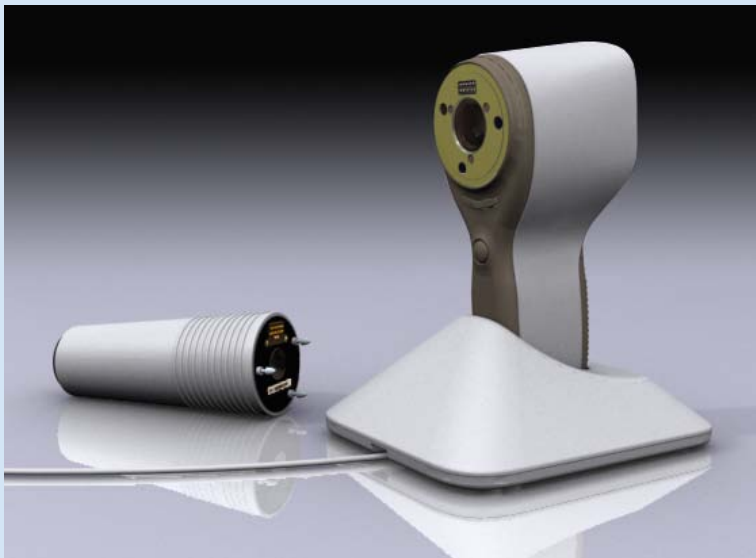
Small low cost digital imaging device for every clinic

Modular handheld digital imaging device:

- Digital Ophthalmoscope (eye)
- Digital eye surface camera
- Digital Otoscope (ear)
- Digital Dermatoscope (skin)

- CE (EU), **US FDA approved**, Registered in Japan
- China SFDA in process
- Protected with International patents
- Pilots and sales started: EU, USA, China, Middle East, S-E Asia

1. Take the picture → 2. Make diagnosis from computer screen → 3. Save to archive or send to consulting specialist



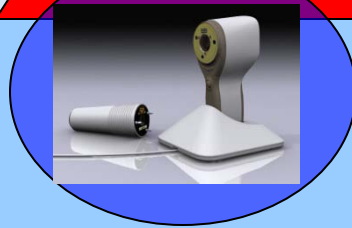
Product positioning: fast and low cost screening and diagnostic device

Special healthcare is using stationary high-end digital camera systems



Canon, Nidek, Topconn, Kowa,
Optos, Carl Zeiss:
20kUSD – 100kUSD

**Special
healthcare**



Smartscope M3-1: 8000USD

Primary healthcare



Every primary care
doctor uses small
handheld manual tools

Welch Allyn, Heine, Keeler, Riester
200USD – 10000 USD

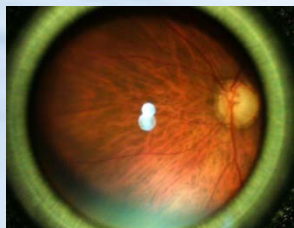
Optomed value proposition:

- Digital tool for screening and first diagnosis
- Multi-use tool (Eye, ear, skin)
- Easy to use, Handheld
- Lowest cost (8USD vs 20kUSD)

Target users:

- ❖ Ophthalmologists, Optometrists
- ❖ Primary care, Family Doctors
- ❖ ENT (otoscope module)
- ❖ Dermatology (dermatoscope module)
- ❖ Diabetes, Glaucoma, AMD screening
- ❖ Telemedicine

Smarscope is a Versatile Product Not Only for Eye Screening – Sample Images



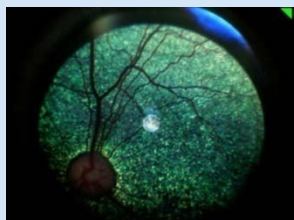
Ophthalmology



Dermatology



ENT (Ear, nose throat)



Veterinary medicine

Eyecare market in Developing countries

- 314 million people blind or with low vision
- Blindness will increase from 45 million to 76 million by 2020, 90% in low-income countries
- Main causes of blindness: Glaucoma (60 million → 80 million), Diabetic Retinopathy (260 million → 360 million,) AMD and Cataract
- 80% of blindness is avoidable
 - Cost of equipment and effective use of limited specialist resources is critical
 - Focus on screenings and early detection
- WHO, IAPB, Vision 2020 and World Diabetes Foundation support investments to eliminate avoidable blindness
- **Optomed has the most affordable eye fundus camera to screen eye diseases**
- **In addition, same product can screen skin and ear diseases**

Sales package and accessories

Smartscope camera package:

- Smartscope M3-1 handset
- Cradle, charger and USB cable
- Lens stand
- Aluminium carrying case
- Optomed Viewer software

Lens modules :

- Mydriatic ophthalmoscopic lens EY1
- Non-mydriatic ophthalmoscopic lens EY2
- Eye surface lens ES1
- Dermatoscopic lens SK1
- Otoscopic lens EA1
- Illumination ring LR1

Additional accessories:

- Table stand with head rest
- Adapters for slit lamps
- Silicon eye cup for EY1
- Disposables



Co-operation opportunities

- **Components**

- Glass and plastic lenses
 - Spheric & aspheric
- Filters (NIR, color filters, polarizers)
- Light guides (fiber optics, plastic light guides etc.)

- **Design & manufacturing services**

- Digital camera
 - Camera sensor and embedded processor system sw, hw, mechanics

- Optomechatronics

- Design & manufacturing

- Autofocus & optical zoom module
- Attachable optics (eye, ear, throat, nose, skin etc)
- Image enhancement algorithms
- Spectral imaging knowhow

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Thank you!

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