

**Lake Mary, Fla. Sept. 14, 2009**

**Parent Alert: PediaVision Calls for Parents to get their Children's Vision Screened Before They Can Talk**

Why? Because:

- Pre-verbal from 6 months on (greater opportunity for early detection – 95% of vision issues can be corrected if detected and treated early)
- The American Journal of Preventive Medicine ranked children's vision screening at the same level of importance as a mammography for women in the 50-65 year old age group.
- 23 million children have vision problems.
- 7-12% of children have eye problems that may lead to permanent loss of vision if not detected and treated in time.
- 80% of what children learn is visually acquired.
- 2.4 million children between ages of 0-4 are affected, which is 10.5%.
- 28% of children will need glasses; 3% will have some level of an eye alignment issue
- 86% don't have eyes examined before first grade.
- Only 14% have their eyes examined before age 18.
- Early detection and treatment of vision problems are key to preventing permanent vision loss in children.

According to Prevent Blindness America (<http://preventblindness.org>), one in four school-age children have a vision problem significant enough to affect learning.

As President Obama recently stated, "No child should be falling behind at school because he can't hear the teacher or see the blackboard..."

**Interesting comparison:**

A recent national report by the Vision Council ([www.thevisioncouncil.org](http://www.thevisioncouncil.org)) indicated that:

- Nine states do not require children to receive a vision assessment before starting school;
- Thirty-nine states (including D.C.) require a vision screening for children entering school; however 32 of these states do not mandate any follow-up care for children who fail the screening; and
- Three states require all children to receive a comprehensive eye exam by an eye care professional before entering elementary school.

By comparison, hearing tests for children are mandatory – although hearing issues affect a much smaller percentage of the population - about .003%.

## **About PediaVision**

PediaVision is dedicated to solving the critical problem of undiagnosed vision problems affecting thousands of children and to helping Pediatricians provide thorough vision screening.

The only binocular vision screening device that produces highly accurate, immediate results, the PediaVision Assessment Solution (PAS) is effective for screening children of any age, especially pre-verbal children. The software produces written results and a recommendation as to whether or not a subject should be referred to an eye care specialist. Conducted from three feet away, the screening is as simple and non-invasive as taking a picture of the child.

The company was initially founded by a team of optometrists and ophthalmologists. These medical professionals were confronted daily with the impact of permanent vision loss in children. PediaVision has a proven technology and a management team with medical expertise and a strong track record of transforming industries. For more information about PediaVision, and to help the fight against undiagnosed vision problems in children, please visit [www.pediavision.com](http://www.pediavision.com).

PediaVision will demonstrate its revolutionary technology at the American Academy of Pediatrics (<http://www.aapexperience.org/>) Oct. 17-20 in Washington, D.C. Parents should encourage their Pediatricians to stop by PediaVision's demonstration at booth 1241.

For more information about this release, contact:

Tammy Snook  
HighTech PR, Inc.  
407-667-9355  
[tammysnook@hightechpr.net](mailto:tammysnook@hightechpr.net)