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PediaVision Revolutionizes Pediatric Vision Screening

Enhances the Value and Profitability of Any Pediatric Practice with Simple, Fast and Thorough Vision Screening for Children as young as Six Months

Demonstrations Available at American Academy of Pediatrics (AAP) meeting in Boston
Oct. 11-13

LAKE MARY, FL October 6, 2008: PediaVision today announced the availability of the PediaVision Assessment Solution (PAS), a revolutionary vision screening solution available to non-vision specialists. Helping to prevent blindness and other vision problems in children, PediaVision's PAS allows pediatricians to give simple, thorough and non-invasive vision screening to children as young as six months.

PAS enhances the value and profitability of any pediatric practice and is fast (takes less than 5 seconds), simple (one-button controlled automatic measurements), non-invasive (assessments conducted from a distance of three feet), convenient (easily incorporated as part of an annual exam) and affordable (several pricing programs available and capital investment is optional).

The PediaVision solution assists Pediatricians in the detection of refractive errors, amblyopia, strabismus, anisocoria, and media opacities.

"The PediaVision system, powered by Plusoptix, is a fast and child-friendly system. The computer allows the user to upgrade referral criteria as needed and facilitates future exams for patients within a pediatric practice. Parents love the immediate, sophisticated results. The computer interpretations assist follow-up doctors in determining correct therapy for the referred patients," said Robert Arnold, MD of the Alaska Blind Child Discovery Program and member of the Vision Screen Committee for AAPOS.

"The PAS is valid and cost-effective! It refers only about 5-7% of children whereas we expect about 3-4% to have amblyopia. The predictive value is better than 75%, so parents are not plagued by high false-positive exams," Dr. Arnold added.

"The great majority of vision problems are correctable if caught and treated early. This early detection is critical for identifying and treating amblyopia along with significant refractive errors that can be associated with poor vision. Pre-verbal children can be screened accurately with the PediaVision Assessment Solution," said Robert S. Gold, MD of Eye Physicians of Central Florida, based in Orlando, Florida.

"Parents look to their Pediatrician for early health assessments and trust their physician to thoroughly evaluate and identify any problems from birth," PediaVision's CEO David Melnik added. "Pediatricians now have the tool they need for early vision assessment."

How PAS Works

The fully automated PAS conducts a comprehensive refractive assessment, analyzes the pupil size, creates a gaze deviation chart and uses advanced digital imaging for quick reference of more advanced issues. PAS consists of a small, handheld device, a printer and laptop with pre-installed software.

The measuring principle is based on photo-retinoscopy. From a distance of three feet, an infrared light is projected through the pupils onto the retina. Depending on the refractive error, the reflected light forms a specific brightness pattern within the pupil. The assessment is non-invasive and the patient feels nothing. In about 5 seconds, Pass/Refer results are provided in an easy-to-read digital print out.

Pass/Refer results are user defined and are based on myopia (near sightedness), hyperopia (far sightedness), anisometropia (unequal refractive power), astigmatism (blurred vision/eye structure problem) and anisocoria (pupil size deviations). A photo-documented certificate that displays the refraction, pupil size and gaze deviation is provided for each patient.

PediaVision will demonstrate its revolutionary vision assessment solution at the upcoming American Academy of Pediatrics (AAP) meeting in Boston Oct. 11-13 in booth # 704.

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 company was initially founded in 2003 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 with medical expertise and a management team with 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.

For more information about this release, contact:

Tammy Snook
HighTech PR, Inc.
407-667-9355
tammysnook@hightechpr.net