

## **PediaVision's Revolutionary Vision Screening Device to be Demonstrated at AAP Oct. 17-20 in Washington, D.C.**

**LAKE MARY, Fla. Oct. 14, 2009:** PediaVision™ today announced its state-of-the-art PediaVision Assessment Solution (PAS) will be showcased at the American Academy of Pediatrics (AAP) 2009 National Conference and Exhibition (<http://www.aapexperience.org/>) Oct. 17-20 in Washington, D.C. The PAS is a revolutionary vision screening solution that assists Pediatricians in the detection of refractive errors, amblyopia, strabismus, anisocoria, and media opacities. Made publicly available in late 2008, the PediaVision Assessment Solution is already in use in 16 states and deploying rapidly. Parents should encourage their Pediatricians to stop by PediaVision's demonstration at booth 1241 at the AAP Conference.

The American Academy of Pediatrics is an organization of 60,000 pediatricians committed to the attainment of optimal physical, mental, and social health and well-being for all infants, children, adolescents, and young adults. Over 10,000 pediatricians and other health care professionals are expected to attend the American Academy of Pediatrics (AAP) 2009 National Conference and Exhibition (NCE) at the Washington Convention Center in Washington, DC. Oct. 17-20.

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.

John Facciani, MD, a pediatric ophthalmologist at Virginia's Vistar Eye Center commented, "PediaVision has made a tremendous difference in my practice – because it is perfect for very young children (as young as six months old) – and now we've found it to be successful on children with autism as well."

"With the odds of one in 150 children having autism in this country alone,\* the PediaVision device is a must-have for Pediatric Ophthalmologists and Pediatricians everywhere," Dr. Facciani added.

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

"Our 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 (less than 20 screenings/month to break even). This kind of vision screening is coming, and represents a significant revenue stream to the Pediatric industry. Pediatricians who get our device now will begin reaping benefits immediately and will help lead this revolutionary change in vision screening,” he added.

### **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](http://www.pediavision.com).

\*Autism Speaks ([www.autismspeaks.com](http://www.autismspeaks.com))

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