Optibrand Announces Biotechnology License Agreement

Optibrand Ltd., LLC announced the signing of a global licensing agreement regarding the use of Optibrand’s patented RetCheck™ Technology software with Volk Optical, Inc. The RetCheck software is a key component of Volk’s iPhone® based retinal imaging camera sold under the tradename Volk iNview™ which was launched at the recently concluded American Academy of Ophthalmology (AAO) meeting in Las Vegas, Nevada.

Optibrand is a Fort Collins, Colorado based retinal imaging software development company that focuses the majority of its resources on development of innovative software solutions for the optical diagnostic market.

Volk Optical, Inc. is located in Mentor, Ohio, distributes its products in over 100 countries and is the global leader in the handheld retinal imaging lens market.

“With the introduction of more powerful smartphones, our RetCheck software has enabled Optibrand to create an easy to use, low cost retinal imaging option for eye care professionals around the world. Volk’s global presence makes them an ideal partner to commercialize our unique automatic retinal capture technology” says Joe Ritter, CEO of Optibrand.

The availability and capabilities of more powerful smartphones has allowed for a myriad of medical diagnostic applications to be added to the phones allowing for more widespread and more economical ways to deliver healthcare around the world. Using these phones to image retinas of people as part of a complete eye examination fulfills a much needed service. As part of the eye examination, a video of the retina is conducted with Optibrand’s software automatically extracting in real time from the video stream the best retinal images it detects that can then be used for diagnostic evaluation. The extracted images can then be viewed immediately, stored in the patient record or transmitted via the internet to another location for evaluation.

“The smartphone has created a new way of delivering healthcare to patients. By utilizing a smartphone, the portable handheld retinal image field is going to be a tremendous market not only in lesser economically developed markets but also in developed markets such as the U.S.,” Ritter said. “People talk a lot about the need to lower the cost of health care. Identifying many more people earlier that have retinal disease will lead to earlier intervention and more successful outcomes. That’s what the software can do.”

While Optibrand views Volk as an excellent partner, the company is investigating opportunities with other interested parties. “There are lots of companies out there that are trying to utilize the smartphone as a way to image retinas – our software enhances that process and makes it very easy to accomplish.”

Optibrand believes an additional opportunity exists with the RetCheck software to be used with a device for the screening of newborn and infant children for the presence of retinal abnormalities. Sometimes children are born with retinal abnormalities and the sooner these abnormalities are detected the better the chance of a successful treatment outcome without irreversible change to vision. Newborn retinal screening is not routinely done because it is too difficult to capture good images from this non-command responsive aged patient. The auto-capture feature of the software overcomes this hurdle.

For more information about Optibrand and RetCheck please visit their website at www.optibrand.com.

For more information on the Volk iNview™ device and Volk please visit their website at www.volk.com.