



D-EYE Vet™, Revolutionary Smartphone Portable Retinal Imaging System for Veterinary Medicine Launched

Leading veterinary medical products distributor, Dan Scott and Associates, tapped to represent the innovative D-EYE Portable Retinal Imaging System to veterinarians, vet clinics and animal hospitals for early detection of eye disorders and conditions

Padova, Italy; Pasadena, CA, USA – July 6, 2015 – D-EYE, a leading developer of advanced devices for mass health screenings and data analytics, announced today the introduction of D-EYE Vet™, a revolutionary digital eye examination and retinal screening tool that adapts today's smartphone technology to allow veterinarians to view and record high-definition images and video of the interior of an animal's eye.

The advanced, affordable D-EYE Vet retinal examiner is a phone-case-sized add-on that turns an iPhone or Android smartphone into an ophthalmoscope-camera capable of recording and transmitting video and still images of the eye for screening and evaluating the vision health of pets, small animals, horses, birds and other species. Completely portable, lightweight and noiseless, the D-EYE Vet is easy to use with animals of nearly all sizes and in all settings.

"We believe that D-EYE Vet will help usher in a new era of eye care for animals of all types. Its extreme portability and affordability mean that any veterinary practice, anywhere, can be equipped with this sight-saving tool, making critical eye examinations more accessible for earlier detection and treatment of a variety of conditions," said D-EYE CEO Richard Sill.

D-EYE also announced the appointment of Dan Scott and Associates of Westerville, OH, as a distributor of D-EYE Vet products for the North American veterinary medicine market. The firm will present the innovative D-EYE Vet portable retinal imaging system at the American Veterinary Medical Association (AVMA) Annual Convention in Boston, MA, July 11-13.

"We are indeed fortunate to have Dan Scott and Associates supporting D-EYE Vet in the North American veterinary market. They represent some of the most highly regarded names and products in veterinary medicine. Furthermore, their reach within the veterinary community is

unmatched, giving D-EYE exposure to a broad spectrum of veterinarians, animal hospitals and specialty clinics throughout the US and Canada,” Sill noted.

The only truly portable ophthalmoscope capable of digitally imaging the fundus of the eye, the low-cost D-EYE Vet device simply attaches to a smartphone (Apple iOS or Android), positioned over the phone’s camera lens and LED light source, enabling the phone to capture high-definition video and still images of the interior of the eye. The D-EYE ImageVault™, available later this year, also will offer a subscription-based cloud platform service to enable storing and sharing images among veterinary medical professionals, promoting telemedicine applications and remote location screenings.

Nearly all animal fundus diseases or lesions can be identified with the D-EYE Vet, including retinal hemorrhage, retinal detachment, retinal atrophy, retinal dysplasia, choroidal hypoplasia, optic disc coloboma and more. A D-EYE software app installed on the smartphone provides step-by-step instructions and archives all examinations for convenient file management, allowing doctors to share those images with clients for better understanding of the causes and effects of treatment.

“There really is nothing like the D-EYE Vet in the veterinary medicine market. It offers DVMs a remarkably affordable, portable and easy-to-use tool to examine the retina of dogs, cats, rabbits and other pets, as well as horses and exotic birds,” according to Chris Scott, Vice President of Sales, Dan Scott and Associates. “Now doctors can show their clients exactly what they see, explain why treatment is needed, and compare pre- and post-treatment photos and videos. D-EYE Vet will undoubtedly revolutionize how vets screen for disorders and diseases of the eye.”

The D-EYE Vet portable retinal imaging system will be on display at the upcoming AVMA Annual Convention, July 11-13 at the Boston Convention & Exhibition Center (BCEC). Attendees can see a D-EYE Vet demonstration and receive more information by visiting Dan Scott and Associates at Booth #813.

For media appointments at the AVMA Annual Convention, please contact Heather Hewit at 732-212-0823 or heatherh@lotus823.com.

About Dan Scott & Associates:

Westerville, OH-based Dan Scott & Associates, Inc. markets and distributes products for some of the world’s leading veterinary equipment manufacturers, representing the full product line for Reichert, Medtronic, Welch Allyn, Volk and Midmark. Some of the innovative products the company distributes are the Tono-pen AVIAVet, the ClearView Optical Imaging System, the CryoAlfa for cryosurgery, and the Medtronic Guardian RT Continuous Glucose Monitor. The company also distributes Cardell Blood Pressure Monitors, Nellcor and Massimo Pulse Oximeters, EMMA Capnograph and other veterinary medical equipment. For more information, please visit www.danscottandassociates.com or call toll-free 888-866-6736.

About D-EYE

Founded in 2014, with offices in Padova, Italy, Pasadena, CA, and Boston, MA, D-EYE Srl offers a "digital eye" into the state of the body. The company designs and manufactures mobile sensing and examination devices, along with companion applications, that enable mass health

screenings and data collection to improve access to vital health examination services for both humans and animals. D-EYE also provides cloud-based Platform-as-a-Service (PaaS) systems that enable telehealth applications, and aggregate and analyze health screening data to provide insight into individual conditions as well as trends across patient populations.

The company's first product, developed in part with a grant from the Fondazione Cottino and with support from the University of Brescia (Italy), the revolutionary D-EYE and D-EYE Vet portable retinal imaging systems focus on eye care; subsequent mobile-health products and services will target screening and evaluation of other medical conditions and pathologies. D-EYE was created by Si14 SpA, a visionary original design and development laboratory for novel technology products that enhance the way we live, work and play. For more information, please visit www.d-eyecare.com or call 01-626-497-9212 (US) or +39 049 7811 860 (Italy).

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