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Company Profile

Industry Sector: Health care

Company Overview:

- Incorporated in 2001
- A world leader in applying innovative technology to medical science
- Develop realistic virtual environments that effectively meet clinical, training or educational goals
- Recognized expertise in validating skill transfer from virtual to real worlds
- Successfully won more than 35 competitive contracts

Target Market(s): Clinical and non-clinical professionals employing fMRI technology in diagnostic procedures

- Hospitals
- Research Institutes
- fMRI Centers

Key Value Drivers

Technology: A low-cost virtual reality optical display device engineered to be fMRI compatible used to provide a wide range of stimulus to a user in clinical and research environments.

Competitive Advantage: Improved resolution(768 x 1280) for better performance

- Larger FOV (45 degrees) and true 3D stereoscopic image
- Better brightness and contrast provide superior image quality
- Restricted head movement helps to improve the quality of MRI images
- Less optical fiber usage for a lower cost
- Decreased interference with fMRI brain image quality

Plan & Strategy: Seek partnership with a device manufacturer.

Management

Leadership:

Mark Wiederhold, President, MD, PhD, FACP, 15 yrs at SAIC as Medical Director, \$400 M contract winner

Brenda Wiederhold, Executive VP, PhD, MBA, BCIA, Over 200 publications, 8 books, faculty at UCSD Medical School, media personality, invited international speaker on VR in health

BJ Foster, Chief Financial Officer, MBA, MCP, Over 17 years of Business & Finance experience, formerly with KPMG

Lingjun Kong, Director, Product Development, MS, Software validation expert, IQPC executive advisory board

Product Pipeline

Offer a turn-key solution which provides hardware, software, training and support for clinical and non-clinical professionals employing fMRI technology in research and diagnostic procedures. Can be used to enhance stable of consumer choice and product.

Provide truly scientific and engineering innovation in conjunction with a wide range of software applications in research on brain function and treatment of a variety of neurological and psychological disorders, such as:

- Virtual Reality for the Neurobiological Study of Addiction
- Facilitating Self-control of Brain Activity
- Efficacy Assessment of Treatments in Clinical Trials
- Fear and Stress Response Research