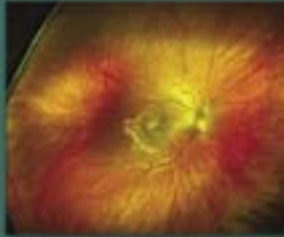


optomap®

Retinal Exam

**PROTECT
YOUR
VISION**



PROTECT YOUR VISION

We all want to protect our gift of sight. That is why it is important to have annual eye examinations. Annual eye check-ups not only allow your eye doctor to improve the quality of your vision by changing the prescription of your glasses or contact lenses, but also provide the opportunity to determine the overall health of your eye – from the clear window of the eye (the cornea) to the very back of the eye (the retina).

Your doctor highly recommends that you have an Optomap® Retinal Exam, a comprehensive method of evaluating, monitoring, and helping treat various eye conditions. This previously unavailable medical technology assists your doctor in viewing the retina to detect early signs of eye disease as well as diabetes, heart disease, hypertension and cancer.

The Optomap's ultra-wide view allows your doctor to confirm your retinal health, or *discover* signs of abnormalities or disease. This offers an opportunity for your doctor to *diagnose* eye conditions early, as well as other health conditions. The Optomap enables you and your doctor to *determine* the best course of action.



DISCOVER • DIAGNOSE • DETERMINE

THE OPTOMAP RETINAL EXAM

In 1990, five-year-old Leif Anderson went blind in one eye when a retinal detachment was detected too late. Although he was having regular eye exams, conventional tests were uncomfortable, especially for small children, which made it difficult for the doctor to conduct a thorough examination of the retina. Distressed by the diagnostic methods available, Leif's father, Douglas, designed the Optomap Retinal Exam that makes retinal examinations easier for both the patient and the doctor, to help prevent this from happening to others.

The Optomap takes just minutes to perform; it is fast, painless, and comfortable for patients. It is particularly helpful when you return for your annual exam as it provides a permanent record of the condition of your retina. Your doctor will compare each year's Optomap image side by side to discover even subtle changes and monitor your continuing eye health. Early detection of retinal disorders is critical to preventing serious progression and loss of vision.



Optomap
Virtual
Scan
Point



Douglas Anderson with his son, Leif, now a young man.

"Leif has adjusted beautifully and we are thankful to be able to, hopefully, help other families avoid unnecessary and avoidable vision loss."

Douglas Anderson,
Founder and Executive Vice Chairman, Optos plc



BECOME BETTER INFORMED

The Optomap Retinal Exam is a valuable tool when used by your doctor to educate you about your health and wellness. It provides you and your doctor with an opportunity to interactively review and discuss the results of your exam. Your doctor will educate you on the various structures of the retina and explain treatment options for any conditions revealed by the exam. The more knowledgeable you are about eye diseases, the more likely you will understand and follow your doctor's recommendations for treatment and prevention.

PROTECT YOUR FAMILY'S VISION

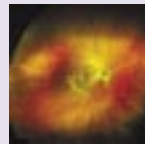
We all want to protect our vision. That is why it is important for people of all ages to have annual eye examinations that include the clinical evaluation of your retina – annual exams are vital to maintaining your vision and overall health.

From children to seniors, the Optomap allows your doctor to view your retina quickly and in a noninvasive manner. Your doctor highly recommends that you have an Optomap Retinal Exam today.

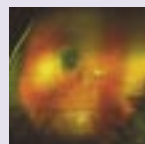


DETECTING DISEASE WITH THE OPTOMAP RETINAL EXAM

A comprehensive eye exam, including a thorough retinal exam, can detect early signs of numerous diseases that affect not only your eyes and your sight, but also your overall health. The Optomap Retinal Exam helps your doctor identify abnormalities that could indicate the onset of a number of diseases that often present first in the retina. In these instances, individuals typically do not experience any pain or outward symptoms.



Healthy Child Age 3 Years



Melanoma

Cancer

Melanomas can grow undetected within the retina. If discovered early, these masses can be treated before they cause serious damage and spread to other areas of the body through the bloodstream.

Hypertension (High Blood Pressure)

Often the first indicators of high blood pressure, compromised blood vessels, appear in the retina and may signify increased pressure in the blood vessels throughout your body.

Age Related Macular Degeneration (AMD)

Caused by changes in the retina due to the body's aging process, AMD blurs the sharp, central vision.

Retinal Detachment (RD)

When the retina detaches, it is lifted or pulled from the wall of the eye and, if not properly treated, can cause permanent vision loss.

Glaucoma

Excess fluids within the eye elevate the intraocular pressure, which pushes against the optic nerve and can cause permanent vision loss.

Diabetic Retinopathy (DR)

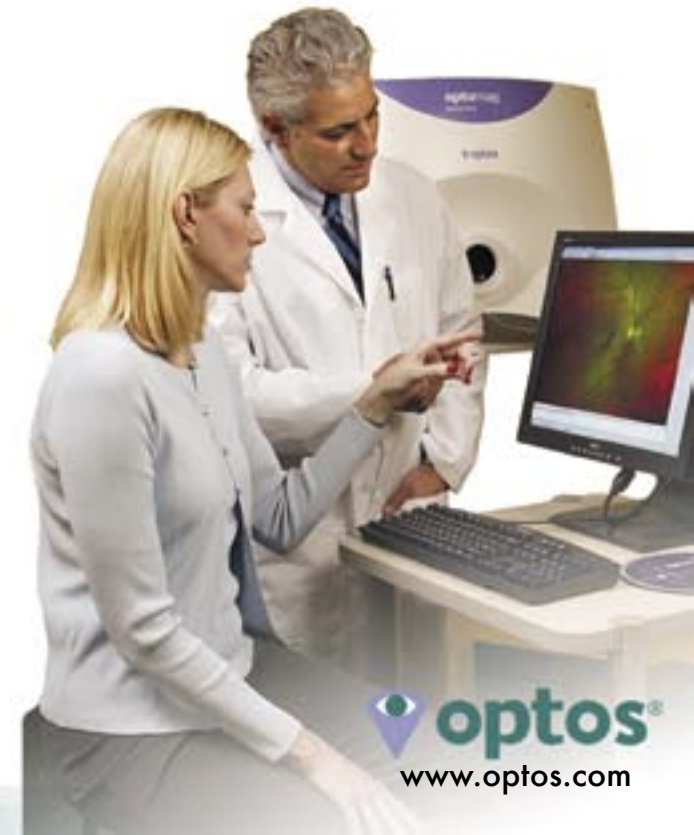
A leading cause of blindness, DR occurs when diabetes damages the tiny blood vessels inside the retina.

EYE DISEASE STATISTICS

- Every five seconds one person in the world goes blind. A child goes blind every minute.*
- 80% of blindness is avoidable (60% treatable, 20% preventable).*
- People over the age of 65 have a 30% chance of developing age-related macular degeneration. It is the leading cause of blindness for those aged 65 and older.
- Blindness is the number one complication of people with diabetes.**
- More than 1.1 million Americans are legally blind. An additional 50,000 people lose their sight each year.**
- Approximately 2.2 million Americans over 40 years old have glaucoma, yet more than half are unaware they have this disease until their sight is compromised.**

* Vision 2020: The Right to Sight, Global Blindness Facts; www.worldsiteday.ca

** Prevent Blindness America, www.preventblindness.org



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