

**OPHTHALMOS AWARDED EDWARD DE BONO MEDAL FOR THINKING AT SAATCHI & SAATCHI AWARDS IN NEW YORK****Lens free ophthalmoscope recognised for simplicity & application****Rotary volunteers launch initiative to supply ophthalmoscopes to developing countries**

Ophthalmos was one of eleven finalists at this year's International Saatchi and Saatchi Awards for World Changing Ideas. A high profile ceremony in New York City was held on Thursday, January 26th, where the eleven finalists exhibited their ideas and products. During this event, pioneer of lateral thinking, Edward De Bono presented his Medal for Thinking to Ophthalmos for its revolutionary lens free ophthalmoscope, the Optyse™.

The global award is presented biennially and recognises innovations that have the potential to change the world. Specialising in the design and manufacture of medical devices for use in ophthalmoscopy, Ophthalmos was recognised for the simplicity, practicality, effectiveness, and application of its lens free ophthalmoscope.

Laura Garcia, CEO, Ophthalmos commented: "I was thrilled to accept this award on behalf of Roger Armour, inventor of the Optyse™, and Ophthalmos. It is an honour to have our product acknowledged by such a pioneer in the field of lateral thinking. Roger developed his first prototype out of a pen torch and reflecting card in 2000 and has seen his idea progress from design and manufacture to the final stage where it is now ready for use by medical personnel around the world."

Laura continued, "This award also recognises the expertise of our design partner, Team Consulting Ltd. Team's experience in the field and involvement in the project was crucial in the successful delivery of an end product which reflected Roger's initial concept and vision."

**Following receipt of the prestigious Edward De Bono Award for Thinking, Ophthalmos was pleased to announce that on Monday, January 30th, Stevenage Grange Rotary Club launched its Ophthalmoscope Initiative. The Club is set to bring Roger's invention to the attention of 1.2 million Rotarians world-wide and complement Ophthalmos' vision by facilitating the purchase of Optyse™ Lens Free Ophthalmoscopes through its network and donating them to international eye sight charities.**

**Megan Howarth, Finance Director for Ophthalmos, commented, "We are pleased by the support and enthusiasm that the Rotary Club has shown. The network of volunteers recognises the benefits the ophthalmoscope can bring to healthcare programmes in developing countries and will play an integral role in helping us to promote the use of funduscopy by providing revolutionary products necessary to support this change."**

**Roger Armour commented, "I am very touched by the support of the Rotary Club of Stevenage Grange and other Rotarians, which will assist us in helping underprivileged people in poor countries."**

An estimated 37 million people are blind worldwide, 75 per cent of this blindness is treatable or preventable and these figures are increasing at a rate of 1 - 2 million each year\*. Recognising the need to make retinal screening a viable, simple and cost effective diagnostic aid, Ophthalmos developed the Optyse™ for use in developing countries, as well as for use in a range of healthcare settings in developed countries.

Direct funduscopy is an effective, non-invasive technique enabling medical practitioners to view the retina and identify abnormalities indicative of serious sight threatening conditions like cataracts and diabetic retinopathies, as well as life threatening medical conditions such as brain tumours, hypertension and cerebral malaria. The Optyse™ is the result of five years extensive research and development. It eliminates the complexities, obstacles and costs that often prove a barrier in the use of standard ophthalmoscopes by healthcare workers outside the areas of ophthalmology and optometry.



<http://www.opthalmos.co.uk/news-2006-02-06.asp>