**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

**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

**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.

**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