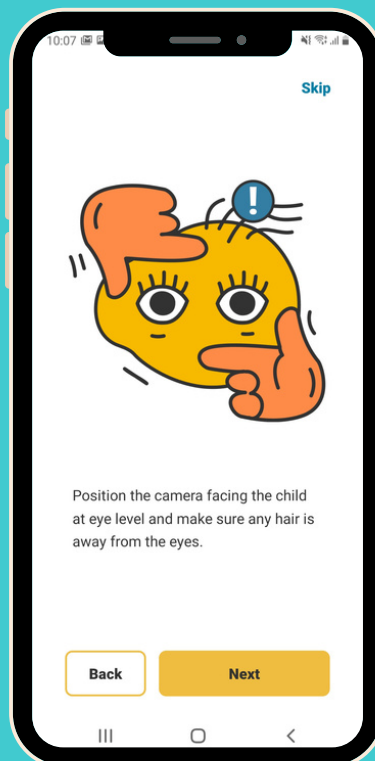


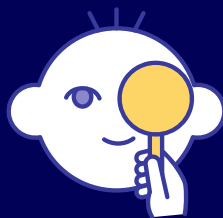


A VISION APP

USER GUIDE



PREPARED BY LITTLE RED WRITING



ABOUT THE APP

KidsVision Check was developed by a team of doctors and parents to provide a simple method to screen their children's vision as they grow and develop. We've accomplished what no other company has: we have developed an app that can use a smartphone's camera to analyze the pupil's red reflex from a flash photograph and determine levels of risk for amblyopia and other eye diseases. With this intuitive app, a parent can take a photograph of their child and within seconds determine whether the child's eyes indicate risk for amblyopia, cancer (retinoblastoma), uveitis (Eales's disease, toxoplasmosis, toxocara canis, juvenile rheumatoid arthritis, et. al.), congenital glaucoma, cataract, retinal detachment, and other diseases.



Our story starts as so many do—with a personal connection to the problem and a need to provide the solution to millions. One parent's child developed amblyopia at an early age, and the condition was discovered only after the child's mother reviewed a picture of her daughter. The “red-reflex” effect from the flash photograph showed a marked difference in coloration between the child's two eyes. Fortunately, the condition was detected early, so the correction was successful.



TARGET MARKET



Parents of Young
Children



Single Parents



Parents of
Children with
Special Needs



Adoptive Parents



Grandparents

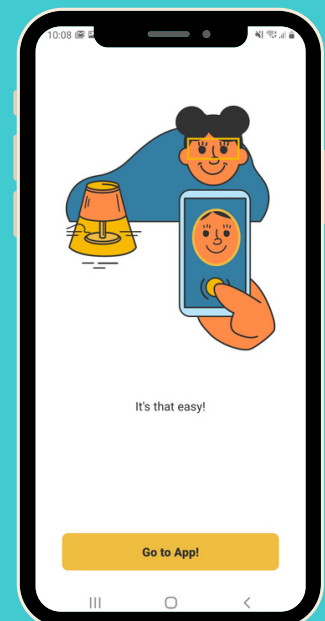
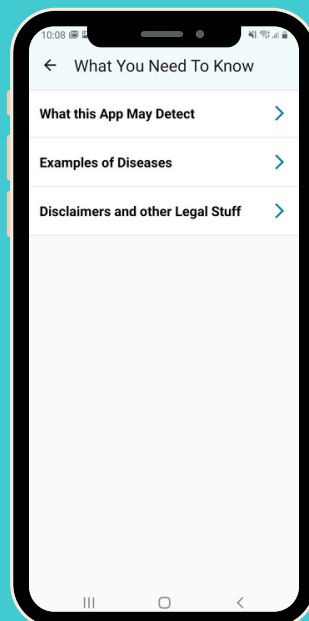
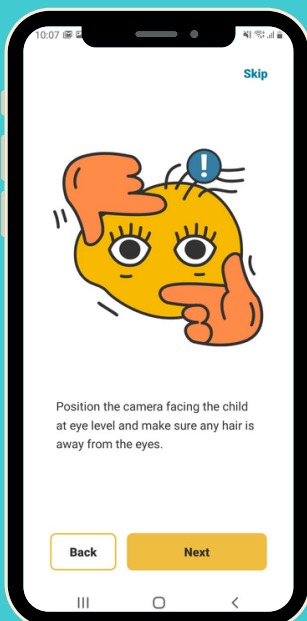
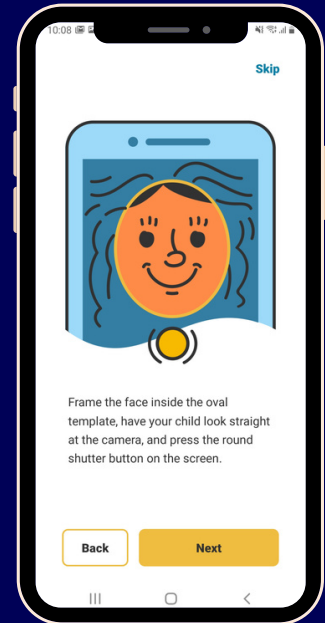
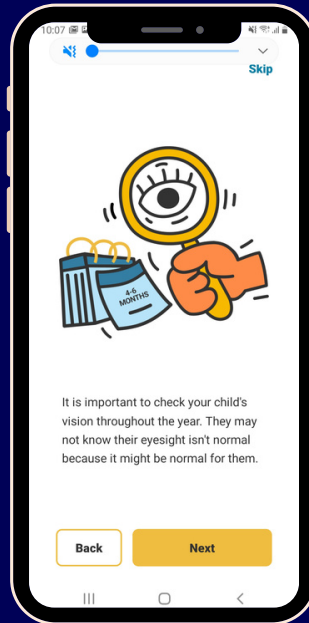
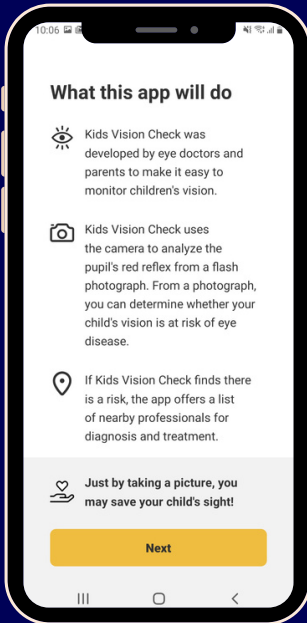


Fosters and
Legal Guardians

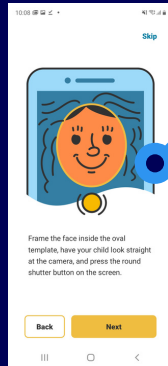




WHAT IT LOOKS LIKE

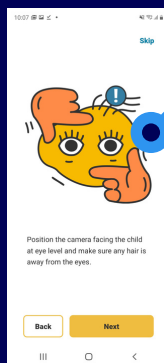
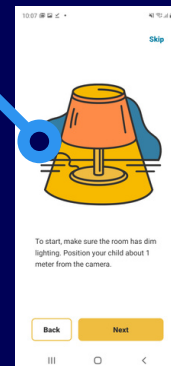


HOW IT WORKS



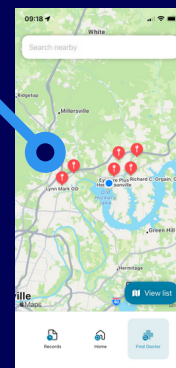
To begin, select the Kids Vision Check app on your mobile phone. The picture should be taken in a room that is dimly lit but not totally dark. Your child should be a meter (3 feet or so) from the camera and looking directly at the lens. Your child's eyes should be open as wide as possible for the picture, and any hair should be pulled back.

Select "Take a Picture" from the home screen, frame your child inside the screen template, and snap the picture. If the picture is not in focus, or if the lighting is too bright or dark, you'll be prompted to re-take the picture. This may happen a third time. However, each time there's a flash, your child's pupils may not be able to open enough for subsequent photos. In this case the app will suggest trying again the next day.

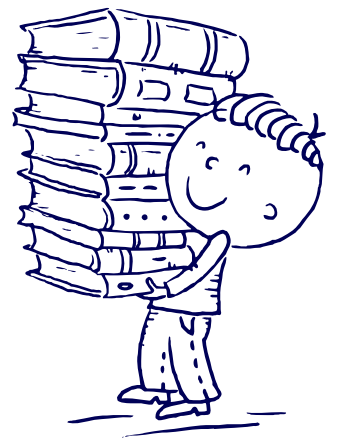
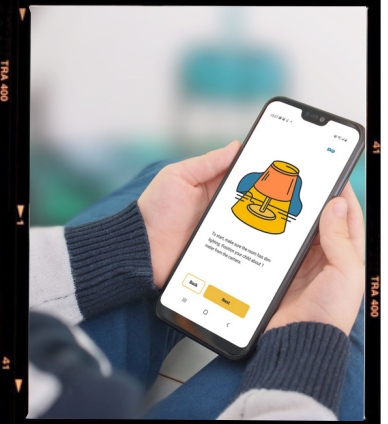
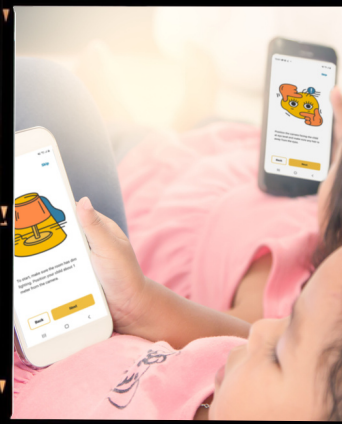
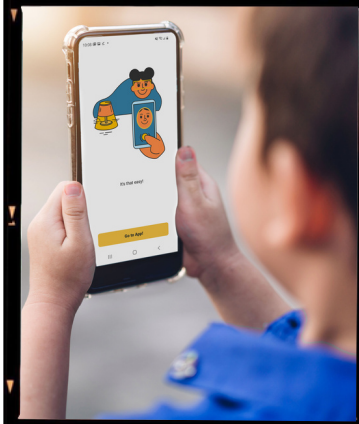
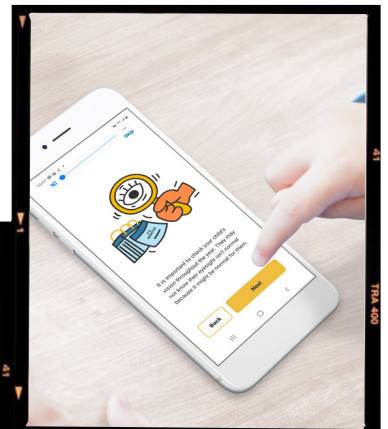
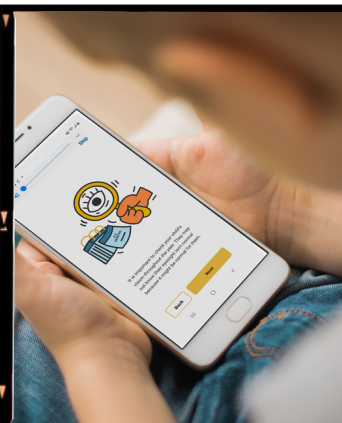
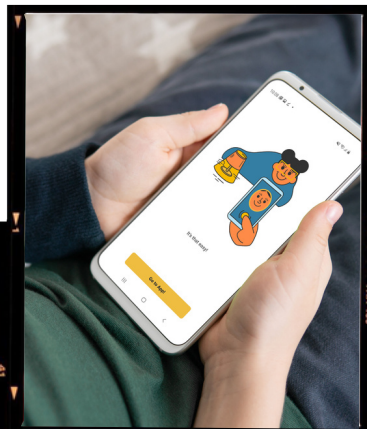
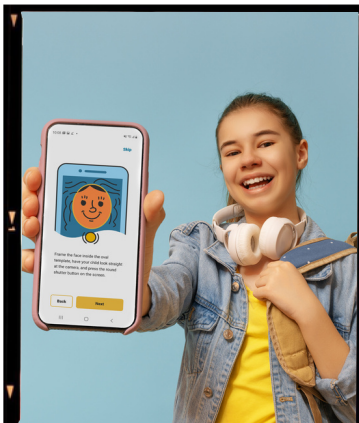


The algorithm will run on a cloud server, analyze the pupil's red reflex, and determine levels of risk for amblyopia or other eye diseases. You'll get the results within 3 or 4 seconds.

If the algorithm returns a decision that your child "passes," that's the end of the session. If the algorithm suggests that your child should be "referred," you can then select local optometrists through the app, with a complete directory of nearby professionals offered. Ultimately, only a doctor can determine if your child requires treatment.



THE APP IN ACTION



THE TEAM BEHIND KIDS VISION CHECK



GARY FRANKLIN
CEO



ROBERT WILLIAMS, MD
CMO



ALAN BUSH
CTO



SAN JUAN LIONS CLUB
Partners

