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## Michelson Diagnostics launches next generation OCT System – VivoSight Dx

**Maidstone, UK, 30 April 2015** – Michelson Diagnostics, the UK based medical device company focused on multi-beam Optical Coherence Tomography ('OCT') technology, today announces the launch of VivoSight Dx, the Company's second generation OCT system, at the German Society of Dermatology 48<sup>th</sup> Congress 2015 (DDG 2015), 29<sup>th</sup> April – 2<sup>nd</sup> May 2015, Berlin.

VivoSight Dx is aimed at dermatologists seeking an imaging system that will enhance their ability to make rapid, accurate diagnostic decisions for their patients. It is lighter, more compact and more mobile than the first generation OCT system, enabling its use in a consulting room at short notice. VivoSight Dx also features a completely new graphical user interface, designed to make the patient scan and image-assessment workflow very fast and efficient for maximum patient throughput.

VivoSight Dx is based on the innovative and proprietary multi-beam OCT technology, which enables unrivalled image quality and allows the scanner to be used as a point-of-care tissue-imaging system. VivoSight Dx provides users with a unique, non-invasive view of the sub-surface of the skin through high definition images. Using VivoSight Dx, clinicians can obtain images of the epidermis, papillary dermis and reticular dermis (the regions where almost all skin cancers originate) and make an accurate, pain-free diagnosis in real-time. The OCT technology is supported by over 50 clinical publications, including the pivotal German multi-centre basal cell carcinoma (BCC) diagnosis study announced yesterday<sup>1</sup>. Initial clinical application for VivoSight has been in the diagnosis of non-melanoma skin cancer ('NMSC'); the most common skin cancer with approximately 3.5 million new cases diagnosed each year in the USA alone <sup>2</sup>.

Michelson Diagnostics is also embarking on a number of collaborations. The Company recently announced a partnership with Smith & Nephew, to investigate further applications of VivoSight in areas such as burns/wound care.

**Andy Hill, CEO of Michelson Diagnostics, commented:** "The reaction to the launch of VivoSight Dx during the first day of the DDG Congress has been incredible. The combination of a smaller size and a more user-friendly operating system will make it easier for clinicians to provide this innovative technology to their patients. We believe that VivoSight Dx, based on our proprietary multi-beam OCT technology, together with the support of pivotal research just published in the British Journal of Dermatology, should become the gold standard for non-invasive diagnosis and monitoring of non-melanoma skin cancer and other conditions that affect cutaneous and epithelial linings of the body."

Michelson Diagnostics is exhibiting at DDG 2015 at booth # C58.

The Company is also holding two OCT in Practice workshops and hosting an OCT in Focus meeting during the congress, as indicated below:

### **OCT in Practice**

When: 30<sup>th</sup> April

Time: 13:30 – 14:30 and 17:00 – 18:00

Where: DDG, Berlin

Room: R7 within the conference

An introduction to OCT and its applications and an opportunity to gain an understanding of how to integrate OCT into routine practice. The session will include a hands on demonstration of the VivoSight scanner.

This session will be presented by Prof. Welzel and either Prof. Reinhold (first session) or Prof. Kurzen (second session).

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## OCT in Focus

When: 30th April

Time: 15:00 – 16:30

Where: DDG, Berlin

Room: R7 within the conference

This event will be a great opportunity for members of the OCT user community to get together to share experiences and discuss the use of OCT in their practice. It will be a highly interactive environment where participants will be able to listen, learn and contribute.

## References

- 1 Ulrich, M., et al. (2015) "The sensitivity and specificity of optical coherence tomography for the assisted diagnosis of non-pigmented basal cell carcinoma - an observational study" *British Journal of Dermatology*, doi: 10.1111/bjd.13853
- 2 Rogers, H. W., et al. (2010) "Incidence estimate of nonmelanoma skin cancer in the United States, 2006" *Arch Dermatol*, 146(3), pp. 283-287.

## For further information

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## Notes to editors

### About DDG 2015

DDG is the largest and most influential German language dermatology congress. It combines exciting research and training sessions with a large commercial exhibition.

For more information about this event, [click here](#).

### About the VivoSight OCT System and Michelson Diagnostics

Michelson Diagnostics develops, manufactures and markets the VivoSight multi-beam Optical Coherence Tomography ('OCT') scanner; a point-of-care, real-time tissue imaging device. The patented technology, which has CE/TGA regulatory-clearance and FDA 510(k) clearance in the United States, provides clinicians with continuous images of the epidermis and superficial dermis of the skin that can be interpreted by a medical professional. Given the unprecedented image resolution and image quality, VivoSight OCT has many potential clinical applications beyond the initial focus in dermatology.

The Company's vision is for the VivoSight OCT system to become the standard-of-care for the non-invasive diagnosis and treatment monitoring of certain diseases and conditions that affect cutaneous and epithelial linings of the body. Michelson Diagnostics currently generates revenues from the first commercial application of VivoSight, in the diagnosis of non-melanoma skin cancer (NMSC).

VivoSight has regulatory clearance in Europe, the USA and Australia, and is intended for use by trained clinicians in their assessment of the patient's medical condition. VivoSight is currently sold in Germany where the scans are reimbursed for patients with private healthcare insurance. Further clinical studies are presently being conducted at leading centres in the United States.

The Company, based in Maidstone, Kent, was founded in 2006. It has 20 employees, with offices in Germany and USA. It is supported by a syndicate of Venture Capital, corporate and private investors including funds managed by Octopus Investments, Smith and Nephew, Catapult Ventures and angel investors.

For more information about Michelson Diagnostics and the new VivoSight Dx system, see [www.michelsondiagnostics.com](http://www.michelsondiagnostics.com) and [www.vivosight.com](http://www.vivosight.com).