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**KOWA EXPANDS FAMILY OF HIGH PERFORMANCE RETINAL IMAGING CAMERAS  
FOCUSED ON DIGITAL IMAGING.**

Kowa Non-Myd 7 offers 6.1 Mega-pixel resolution and advanced optics, while the Kowa Genesis-D revolutionizes hand-held retinal imaging.

Los Angeles, CA—Kowa, already the forerunner in high performance Digital Imaging Systems, has just pushed the envelope of retinal imaging with two more advanced digital fundus cameras.

Kowa's Non-Myd 7 is an ultra-high resolution, easy-to-use fundus camera with the capability of 6.1 Mega-pixels high-resolution photography that results in sharp, clear images. The light weight, compact Genesis-D hand-held retinal camera makes virtually any place a clinic with one-handed shooting on the spot. Both fundus cameras feature Kowa's extraordinary Crystal Clear Optics™ and innovative digital thinking for the greatest imaging performance possible.

Ophthalmic professionals who have tested the new Kowa Non-Myd 7 camera were not only amazed at the enhanced resolution they saw when they enlarged stored images, but also at how easy to use the camera was. According to Craig Ross, Vice President of Kowa Optimed, physicians and their staffs were very pleased with the camera's performance in a clinical setting. "They were impressed that it offered both 45 and 20-degree angles, as well as three internal fixation target positions," Ross noted. "They were also impressed that it was priced considerably lower than many other newly released competitive imaging solutions."



The Non-Myd 7 allows easy image storage, and its all-in-one lightweight design makes it ideal for close quarters. With its plug-and-play capabilities, it's ideally suited for use with the Kowa's VK-2 digital imaging system, and flexible enough to work with any network environment.



Kowa's Genesis-D hand-held retinal camera makes any location a clinic. Small and light-weight, the Genesis-D features 2 Mega-pixel imaging and a finder observation system that's parallel to the optical axis. There is a 2.5 inch TFT liquid crystal display screen and ID input function. Plus, the camera comes with a padded stand for storage.

"We believe that both of these new Kowa cameras offer ophthalmic professionals a degree of imaging accuracy and versatility they've never had before," Ross emphasized. "Not only are they at the forefront of retinal imaging technology, they're priced at a very affordable level even for the smallest clinic."

For over 110 years, Kowa has been a company clearly focused on perfection. The development and introduction of the Non-Myd 7 and Genesis-D fundus camera from the Optimed division proves that Kowa is quite literally opening the eyes of the entire eye care industry.

**About Kowa Optimed, Inc:** Kowa Optimed Inc. was founded in 1980 to provide a direct presence to the North and South American markets for Kowa's Electronics and Optics products. Kowa Optimed is a part of Kowa Company Ltd., which was founded in 1894. Kowa is the largest privately owned company in Japan and is ranked as the 5th largest trading company. For more information contact KOWA Optimed, 20001 S. Vermont Avenue, Torrance, CA 90502, Phone: (800) 966-5692 or visit [www.kowa-usa.com](http://www.kowa-usa.com)

Editor's note: For hi-res digital images, please contact dan\_meyers@sbcglobal.net

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