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**IMPRESSIVE NEW INNOVATIONS FROM KOWA KEEP COMPETITORS
LOOKING UP TO KOWA'S OPTICAL PRODUCTS.**

*A tradition of innovative technologies and state-of-the art thinking
turns competitors into imitators in optical diagnostic instruments.*

Los Angeles, CA—It is said that imitation is the sincerest form of flattery, and if that's the case, the engineers and designers at Kowa Optimed are very, very flattered.

From the minute they've introduced impressive new optical devices designed to heighten diagnostic testing and to enhance the efficiency of clinical operations, a host of well known competitors have tried to duplicate the thinking and technology that has made Kowa the innovation leader.

"Our competition is often some of our best customers," noted Craig Ross, Vice President of Kowa Optimed. "We've discovered that they'll purchase our newest products from some of our clients, and then rush them into their own R&D departments so they can try to duplicate our technology. In a few instances, they've come close, but Ross notes that they've never been able to duplicate the crystal clarity of Kowa's patented optics or the degree of care that go into Kowa's electronics.

"Don't forget, Kowa's lenses are used by some of the most demanding clients in the world—including the agencies that utilize spy satellites and space telescopes." Ross emphasized. "We utilize special ultra high-grade silica ore, use proprietary polishing and coatings technology, and destroy lenses with even microscopic distortion. If it isn't the very best, Kowa doesn't use it."

Ross pointed out that even the newest Kowa products have already been copied by competitors and introduced as new innovation for physician practices. He cited one internationally known company that recently announced a new Fundus camera as an answer to Kowa's highly successful NON-MYD α -D Fundus camera. "They may have a unit that resembles our NON-MYD α -D, but the quality and technology just can't compare," he said. "They copied some of our features like our multiple fields of view (45/30) and our board protocol, but they couldn't duplicate our direct view alignment or our imaging quality. What I don't understand is how they can charge so much more for a camera that offers so much less," Ross questioned.

Even though multiple competitors are trying to mirror Kowa technology, Ross is sure that his company will remain the leader in retinal imaging. "While the Kowa name isn't familiar to many consumers, our advanced

technology is. Kowa supplies the advanced electronic systems found in many of today's most advanced consumer electronics, including the latest LCD's and advanced video game platforms, as well as the optics in many of the finest binoculars and scopes," Ross stated. "I'm not surprised at the level of respect our products garner from other ophthalmic instrument makers."

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

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