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Michelson Diagnostics Enters Into Exclusive Distribution Contract with Integral Corporation to Advance Sales of Michelson's VivoSight Scanner in Japan

The VivoSight scanner provides detailed images of sub-surface skin microstructure at resolutions currently out of reach of ultrasound and MRI.

(Orpington, UK) November 12, 2009 – [Michelson Diagnostics](#) has appointed [Integral Corporation](#), distributor of analytical equipment to the healthcare and cosmetics industry, as exclusive distributor for its VivoSight scanner in Japan. Michelson Diagnostics is a leading innovator in Multi-Beam Optical Coherence Tomography (OCT) products for scientific research and healthcare imaging.

Under the terms of the agreement Integral Corporation will exclusively market and sell the VivoSight scanner for non-clinical use in cosmetic research settings. Integral has also purchased a VivoSight system for use in customer demonstrations that will begin in November.

The agreement is the latest milestone Michelson Diagnostics has achieved in support of the company's marketing strategy to drive product awareness and generate sales. Just last month, Michelson also received CE-Mark approval of its VivoSight scanner for clinical use in Europe and non-clinical use worldwide.

According to Reiko Ikahata, CEO at Integral, "We are excited about this opportunity to distribute the VivoSight scanner to research labs and clinics, pharmaceutical cosmetic research companies, and other research organizations throughout Japan. VivoSight has developed a new option that provides cosmetic dermatologists and researchers with a breakthrough approach to monitoring the effectiveness of their products on skin."

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About VivoSight

The VivoSight scanner uses Multi-Beam OCT to provide images of sub-surface tissue at extraordinarily high resolution – better than 7.5 μm lateral and 10 μm vertical resolution – far higher than is possible with other modalities, revealing previously hidden details of tissue microstructure. Multi-Beam OCT uses four laser beams to achieve double the lateral image resolution of conventional single-beam OCT, which is crucial to providing crisp, clear images of the subject matter microstructure.

When the hand-held probe is positioned over the tissue it can capture either 2D or 3D images of a 5mm square region. Tissue microstructure features such as epidermis, dermis and sub-layers can be imaged, as can sub-surface blood vessels. VivoSight captures and displays images in real time, for instant visual feedback. The captured video data can be instantly replayed for review, or stored for later analysis.

Non-Clinical Applications

Non-clinical applications will help pharmaceutical cosmetic companies and developers of cosmetic aesthetic equipment to evaluate the effectiveness of their cosmetic products and aesthetic procedures. Anticipated applications include observing before and after sub-dermal images of the skin in response to treatments for wrinkles, skin-texture, discoloration, pigmentation and hair removal.

About Michelson Diagnostics

Michelson Diagnostics is the leading innovator in the design and delivery of Multi-Beam Optical Coherence Tomography (OCT) products for scientific research and healthcare imaging. Founded in 2006, it is based in SE London, UK. www.michelsondiagnostics.com

About Integral

Integral Corporation is a distributor of analytical equipment to the healthcare and cosmetics industry in Japan. <http://www.integral.to/>

The Michelson Diagnostics logo is the trademark of Michelson Diagnostics Ltd and is registered in the UK & the US

The VivoSight name is the trademark of Michelson Diagnostics and is registered in the UK

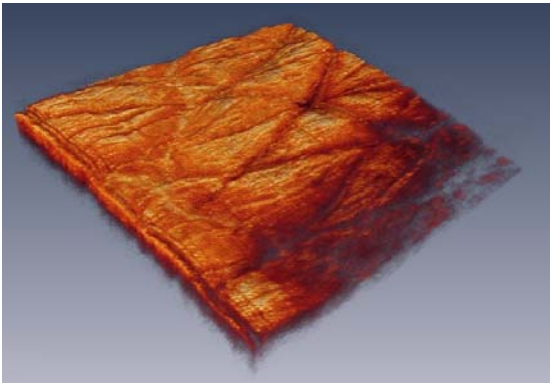
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Image I: VivoSight



Image II: 3D rendering of wrinkled skin at wrist. Image size 5 mm x 5 mm
Image



Images are available at: <http://www.md-ltd.co.uk/images/image-gallery.html>