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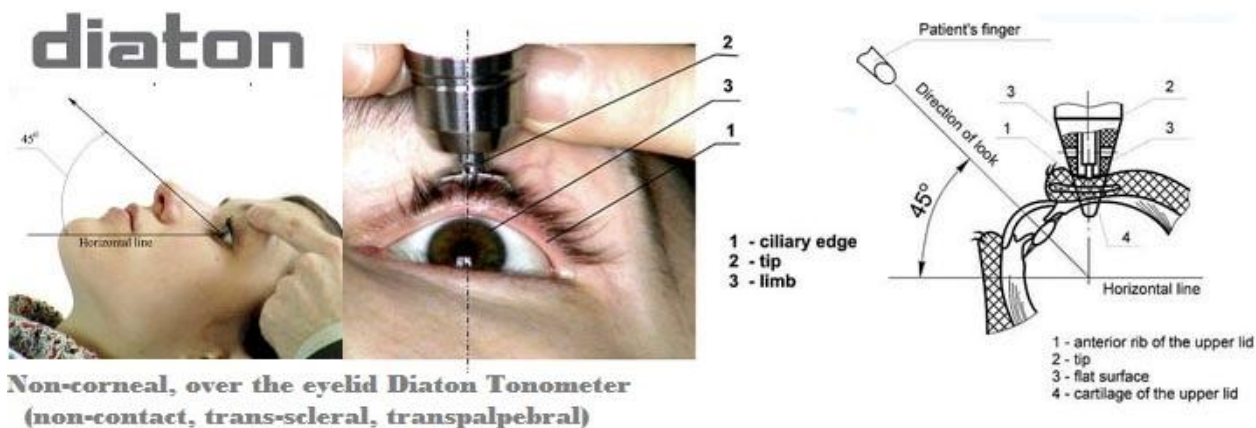
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FOR IMMEDIATE RELEASE

Only in Las Vegas, Featuring Unique Tonometry OVER EYELID Diaton® at International Vision Expo West 2010, Sands Resort and Convention Center

Optimetrics Inc., with BiCOM Inc., showcases unique Trans-scleral and Trans-palpebral tonometer Diaton at International Vision Expo West ophthalmic conference and expo **Optimetrics BOOTH# MS4075**. Diaton tonometry allows to obtain intraocular pressure (IOP) without influence of central corneal thickness (CCT) and other biometric properties of the cornea with a handheld, pen-like device.



**Non-corneal, over the eyelid Diaton Tonometer
(non-contact, trans-scleral, transpalpebral)**

Diaton [Tonometry](#) is a revolutionary approach to measuring intraocular pressure (IOP) THROUGH THE EYELID - no contact with the cornea, no anesthesia or sterilization is required. BiCOM's pen-like, hand-held, portable device is perfect for measuring eye pressure and helps ophthalmologists and optometrists in diagnosis and prevention of blindness caused by glaucoma. This ophthalmic device is irreplaceable for mass glaucoma screenings.

[Tonometer Diaton](#) is the solution in the following cases when the use of other devices is problematic or impossible:

- Mass screening of patients.
- IOP control during clinical observation and selection of adequate hypotensive therapy for glaucoma patients.
- Serial tonometry for obtaining Diurnal curve.
- IOP can be obtained without removing contact lenses.
- IOP measuring in immobilized patients - measurement can be done sitting or supine.
- IOP measuring in children. Measurement is taken outside of the visual field.

- Patients with the following conditions: chronic conjunctivitis, corneal pathology including keratitis, keratotomy, corneal dimness, after penetrating keratoplastics, keratoprosthesis, laser refractive correction, high degree of ametropia, astigmatism.
- On patients with medicinal allergies.
- Lasik / LASEK / PRK (Diaton can be used for IOP measurement right after these surgeries)
- Diaton [tonometry](#) is a unique approach of measuring intraocular pressure without touching the surface of the eye, takes tonometry reading over the upper eyelid and over the sclera.

This revolutionary tonometry method allows physicians to obtain intraocular pressure without influence of central corneal thickness (CCT) and other known and unknown biometric properties and parameters of the cornea.

Unlike Goldmann tonometry which is based on the Imbert–Fick law and is effected by CCT and other corneal parameters and corneal diseases, where small area of the membrane is flattened to measure pressure of the internal fluid. Evidence shows that variations in CCT may greatly influence Goldmann tonometry reading. Parameters such as membrane elasticity, rigidity and other biomechanical

properties can influence the accuracy of the intraocular pressure readings.



[Diaton tonometry](#) solves most of the corneal issues by implementing Newton's Second Law and a Ballistic principle to obtain IOP. Readings with Diaton [Tonometer](#) are taken over the upper eyelid, at the tarsus and over the sclera, not the cornea.

Recent clinical study "Comparison of Accuracy of Diaton Transpalpebral Tonometer Versus Goldmann Applanation Tonometer, Dynamic Contour Tonometer and Ocular Response Analyzer " concluded: "Transpalpebral Tonometry is an accurate method of IOP measurement that is also independent from the biomechanical characteristics of cornea. It can be recommended for IOP measurements

of patients diagnosed with glaucoma including those cases where cornea pathology or cornea characteristics have been altered".

Diaton [Tonometer](#) will be showcased in BOOTH # MS4075 by BiCOM Inc. and Optimetrics Inc. Florida's largest Hispanic Ophthalmic Leader. With well over 20 years of experience providing quality, new and used ophthalmic equipment and supplies to ophthalmologists, optometrists and optical retailers. Located in Miami; one of the largest exporting and importing ports of the United States Optimetric offers the latest technology in equipment available today. State of the art showroom displays a variety



of products ranging from a simple bulb to a visual field analyzer, chairs and stands, autorefractors, corneal topographers and much, much more.

The founder, Amado Diaz, was the youngest ophthalmic dealer in the country when he started Optimetrics, Inc. His training and experience cover a wide globe of suppliers in the ophthalmic industry from companies like Haag-Streit, Topcon, Marco, Humphreys, Carl Zeiss, Sonomed, Tomey, Katena, RH Burton, Welch Allyn, HGM Laser, Canon, Nikon, AIT, Essilor, Vision-Ease and many others.

More information on Diaton tonometer, including clinical trials data and demo video can be found at <http://www.TonometerDiaton.com> or by calling BiCOM Inc., at the Toll Free number 1-877-diatons (877.342.8667). Diaton tonometer is delivered complete with training Video/DVD describing full procedure step-by-step, battery, calibration plate, carry case in addition to the Test/Training Eye™ which is included with each unit.

About BiCOM Inc.

BiCOM, with its 19 years of tradition and global clientele, has proven to be the enterprise of the highest level of professionalism, integrity and financial solvency. A unique team of engineers, medical, legal and business experts makes BiCOM Inc. the right place for global talent to find support and guidance. BiCOM Inc. sees its mission in bringing to market innovative products developed and manufactured worldwide.

Diaton Tonometer is currently represented in over 60 countries and growing. More about BiCOM Inc., at <http://www.BiCOM-Ophthalmic.com>

About Optimetrics Inc.

Optimetrics Inc. Florida's largest Hispanic Ophthalmic Leader. With well over 20 years of experience providing quality, new and used ophthalmic equipment and supplies to ophthalmologists, optometrists and optical retailers. Located in Miami; one of the largest exporting and importing ports of the United States Optimetric offers the latest technology in equipment available today. State of the art showroom displays a variety of products ranging from a simple bulb to a visual field analyzer, chairs and stands, autorefractors, corneal topographers and much, much more. Optimetrics covers a wide globe of suppliers in the ophthalmic industry from companies like Haag-Streit, Topcon, Marco, BiCOM, Diaton, Humphreys, Carl Zeiss, Sonomed, Tomey, Katena, RH Burton, Welch Allyn, HGM Laser, Canon, Nikon, AIT, Essilor, Vision-Ease and many others. More about Optimetrics at <http://www.Optimetrics.com> phone: 305-863-4144