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For Immediate Release

Kowa Participates in Electronic Office Interoperability Showcase

VK2 Series Digital Imaging Software will be displayed at AAO 2007 Conference

Los Angeles, Ca – Kowa Optimed, the forerunner of high performance Diagnostic Instruments has announced today that they will be one of the participating vendors in the IHE Interoperability Showcase at the AAO Conference next month in New Orleans. Kowa will be exhibiting its High Performance Digital Imaging Software with their nonmyd a-D 5Mega / VK2 digital imaging system.

“A full scaled electronic medical office requires various components such as patient registration systems, acquisitions devices, and data storage devices. More than likely, these components are developed from a variety of vendors. Therefore, interoperability is a key requirement which will either make or break the system as a whole. Because of the rapid growth of electronic medical offices, we find success in interoperability and participation in IHE one of the most important goals for today,” said Ken Pearson, Kowa’s Senior Software Engineer.

The demand for the electronic office has increased the need for more documentation, ready access to information, fewer medical errors, and enhanced productivity. Demonstrations will be held at the Kowa booth where visitors can have a retinal image taken from the fundus camera. The displayed image will then be available for viewing at any of the available workstations. The demonstration will explain in full detail the accelerated adoption of electronic health recording (EHR).

“By providing physicians with diagnostic products that conform to industry standards such as DICOM, KOWA eye care solutions will help them capture and better manage a patient’s retinal images,” said Craig Ross, Vice President of Kowa Optimed, Inc. “The evolution of the VK2 Imaging Software further demonstrates that KOWA is at the forefront of digital ophthalmic imaging technology and a significant player in the marketplace.”

About Kowa Optimed, Inc: Kowa Optimed, Inc. is devoted solely to the distribution of Kowa’s ophthalmic product line throughout the Americas. The company has an impressive tradition of

innovation, providing precision products that advance the state of technology in medical diagnosis. The company was founded in 1980 to provide a direct presence in 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. For more information about KOWA diagnostic solutions and devices, please visit our website at: www.kowa-usa.com or contact KOWA OPTIMED, Inc. at (800) 966-5692.

Editor's note: For hi-res digital images, please contact Dan at: dan@ideasshapingbusiness.com

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