

# PRESS RELEASE

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## **Macomb-OU INCubator awarded \$22,240 for client Medar Corporation**

The Macomb-OU INCubator (Mac-OU INC) was recently awarded \$22,240 in Business Accelerator Funds (BAF) to provide accelerator services to client company Medar Corporation. Mac-OU INC is the top business accelerator in garnering BAF dollars to assist client companies.



Medar Corporation developed the Automated Diplopia Assessment System (ADAS) for quantifying pupil tracking specifically geared to diplopia, or eye misalignment, diagnosis. Medar's mission is to develop image acquisition and analysis systems to assist medical professionals in providing far superior care. These systems are designed to obtain high-quality images suitable for quantifiable diagnostic analysis, employing a unique and powerful set of image analysis tools.

These BAF funds will allow for Medar to complete clinical trials on patients with diplopia and to refine the data presentation. Diplopia is a common neuro-ophthalmologic symptom that leads to nearly one-million ambulatory and emergency department visits annually. The causes of diplopia are complex and vary markedly, ranging from congenital eye misalignment to acute life-threatening diseases.

"Medar has a machine vision device installed at the Kellogg Eye Center in Ann Arbor to aid Ophthalmologists in diagnosing eye alignment disorders. Funding from the BAF allowed the company to start patent protection and commercialization of this product, critical next steps in their commercialization process," **Mike Brennan, Mac-OU INC's Capital Strategist**, said.

"I have been very impressed by the quality of support provided by the people at the Macomb-OU INCubator," said Charlie Drake, Medar President.

The ADAS is non-invasive and measures saccade amplitude, peak velocity and duration, range of motion, and stability of eye gaze. Currently, these measurements are made by human observation and are recorded manually. With this technology, patients simply watch a video, following a dot on the screen with their eyes as the system can detect the difference between head and eye movement. The ADAS then creates a final report for doctor analysis.

Medar's technical personnel have 20 years' experience developing and implementing robust machine vision system solutions for various industries. In addition, they have a partnership with the University of Michigan's Medical School and the Kellogg Eye Center (KEC). Through Medar's work with the KEC, it has been confirmed that this system is a disruptive technology, as it can collect eye data movement at 320 frames per second.

These BAF awards are distributed by the Michigan Small Business Development Center (MI-SBDC) through the Macomb-OU INCubator to the various accelerator service providers. As these awards demonstrate, the Macomb-OU INCubator is successfully delivering specialized business acceleration

Program managed by the MI-SBDC in partnership with the Michigan Economic Development Corporation and Michigan's network of business accelerators.



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**Media notes:**

For Macomb-OU INCubator interviews, please contact Joan Carleton at the Macomb-OU INCubator at (586) 884-9324 or via email at [jfcarlet@oakland.edu](mailto:jfcarlet@oakland.edu).

The **Macomb-Oakland University INCubator** supports economic development in Southeast Michigan by accelerating high-tech businesses, cultivating academic innovation and encouraging research & development. To help small businesses grow, the incubator creates customized success strategies for startup and emerging companies in the niche industries of defense, homeland security, advanced manufacturing and technology. For more information, visit the incubator website [atoakland.edu/macombouinc](http://atoakland.edu/macombouinc).

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