



Contact: Paule Delaney
Phone: 614.901.0662
Email: media@vizvocus.com
Website: www.VizVOCUS.com

FOR IMMEDIATE RELEASE

VizVOCUS Technologies Prepares for Double Digit Growth in Surgical Camera Market

Lake Zurich, IL – November 9, 2010 – A recent study by iData Research shows the U.S. video operating room equipment market is poised to make \$2 billion by 2016. The report “*Double-Digit Growth Expected for Surgical Camera Market*” discusses the sharp decline experienced by the market due to the recession and how the rapidly it will recover. VizVOCUS Technologies has positioned itself to capitalize on the demand increase with its already in use, adaptable surgical camera products.

“We’ve predicted this growth some time ago which is why we developed our new HD surgical camera,” Paule Delaney, vice president of business development said. “Our cameras, however, are unique because it comes with our custom designed software which allows you to film directly onto your laptop in the Operating Room.”

“We’ve predicted this growth some time ago which is why we developed our new HD surgical camera,” Paule Delaney, vice president of Business Development said. “Our philosophy has always been to stay in touch with the surgeons desire and standards of technology.”

In the report, Dr. Kamran Zamanian, CEO of iData said “By 2016, more than 50% of all operating rooms in the U.S. will be integrated ORs.”

As hospitals begin to move toward fully intergrated operating rooms, meaning rooms that has a central control system to process video information, VizVOCUS’ line of surgical cameras are ready to adapt to their needs.

“Our philosophy has always been to stay in touch with the surgeons desire and standards of technology. It’s tough to work and use old technology when you come from a home full of new glistening technology gadgets.”



VizVOCUS is offering a free trial of its surgical camera products, including the high definition formats. To learn more visit www.VizVOCUS.com.

About the Product:

- HD Video Capture Digital Output create .AVI and .JPEG file and HD Video Recording in .AVI format
- Built-In Microphone
- USB 2.0 Connectivity to directly connect to your Laptop
- Smallest digital camera: only 0.5 oz (14 grams) to mount on Loupes/Headlights

About the Company:

VizVOCUS Technologies Inc. was born from the ashes of the collapse of the telecom industry early 2000. Backed by strong engineering capabilities, private investors and strong entrepreneurs, the company developed bottom up turnkey imaging solution in cooperation with leading edge university hospitals in Canada.

Shortly thereafter, the successful release of its first imaging products contributed to gaining market recognition. Now, with a stronger understanding of this the growing medical imaging demand, VizVOCUS’ positions itself with its new products as an innovative leader at the forefront of existing portable imaging solutions.