

# OUI Inc. introduction for future collaboration

## PRODUCT INTRODUCTION:

OUI Inc. (pronounced 'wink') is a Japanese startup that has developed a registered medical device which is a smartphone attachment called the Smart Eye Camera, making it possible to diagnose diseases in the eyelids, ocular surface, conjunctiva, cornea, anterior chamber, iris, crystal lens and anterior vitreous.

The Smart Eye Camera (SEC) is a patented smart phone attachment that can produce a 1mm beam of light through the iPhone and has been certified as a class 1 medical device in Japan. As you may know, Japan's standards for approving medical devices are as strict as FDA and CE standards.



The Smart Eye Camera attachment can change the phone's light source into 3 types of light (slit/white-diffused/ blue-diffused) that can help diagnose diseases such as blepharitis, chalazion, sty, meibomian gland dysfunction, allergic conjunctivitis, dry eye disease, infectious keratitis, keratitis filamentosa, corneal dystrophies, trachoma, corneal perforation, cataract, glaucoma attack, and uveitis etc.

Its study in human experiments has been published in a peer-reviewed journal and demonstrated high reproducibility in cataract diagnoses.

Competition-wise, there is not another smartphone device capable of producing both a slit-lamp from the smartphone's light source as well as an examining function. Its portability gives it the possibility to help those out in rural areas developing countries where professional equipment is not portable and unaffordable.

This portability at a much more affordable cost than standard equipment may raise questions about its effectiveness in regards to the standard slit-lamp counterpart that is used in most ophthalmology clinics. However, we have conducted a study that proves its visibility results are just as clear as that to the standard equipment. On top of that, our app in development is aimed to be capable of recording video and potentially diagnosing diseases using AI or will have video recording abilities with a video transferring platform to Ophthalmologists for further analysis of the patient's eye condition.

This makes the market size for our product massive. According to The International Agency for the Prevention of Blindness (IAPB) Vision Atlas, In 2015, 220 million people suffer from middle to severe visual impairment with 36 million people being blind. These numbers increase immensely to 587 million with middle/severe visual impairment and 115 million blind in their 2050 projection.

Our mission is to reduce 50% of the world's blindness by year 2025. We have already developed our product past prototype stages and are ready to distribute it across the globe. However, we are still looking for collaborators and organizations to do pilot projects with our SEC to get real feedback from its use in the field.

We believe that our project fits right in with many international development programs due to our product's innovation and the ability to drastically change the way people are diagnosed for their eye health as it addresses a problem on a global scale.

## **ORGANIZATION DESCRIPTION:**

OUI Inc. was founded in 2016 by Ophthalmologists Eisuke Shimizu MD PhD and Hiroyuki Yazu MD PhD who are now taking roles as CEO and Director respectively. Currently, these two make up the Board of Directors but the two founders started actively recruiting in 2019 where they recruited a Business Strategy Manager, a Business Strategy Chief, a VP of Global Business and a Sales Manager with intentions of still recruiting.

Current partnerships include the Blantyre Institute of Community Outreach (BICO) in the Republic of Malawi which is chaired by Professor Khumbo Kalua, one of the leading Ophthalmologists in Malawi. OUI Inc. also started joint research with Japan International Eye Hospital in Vietnam and is in the process of launching joint research with Lurio University in Mozambique.

**Joint research with  
Japan International Eye  
Hospital in Vietnam**



**Joint research with Lurio  
University in Mozambique  
Courtesy Visit to the Embassy  
of Mozambique in Japan**



In December 2019, OUI Inc. sent a mission for a pilot project with the SEC out to rural clinics in the Republic of Malawi to directly meet the Organization leaders and see the needs of the patients for themselves first-hand. We understand that there are many patients around the world in need but pilot projects like these help us understand what logistical obstacles exist in each country that is preventing those in need of receiving the help they need. Whether that be transportation, medicine, accurate diagnoses etc. We understand that inventing a product is not enough to fulfill our mission, but rather to ensure we are actively finding smooth distribution channels and making the product user friendly.

Photos of pilot project in Malawi:



In February 2020, OUI Inc. also invited Dr. Khumbo Kalua to Japan to meet with Japanese corporations, NGOs, and medical doctors to spark further collaborations and speak about his organization and the SEC in Malawi.

Photos of Dr. Khumbo Kalua's visit to Japan:

**Meeting with Fight for Vision,  
Japanese NPO**



**Conference at  
Keio University Hospital**



**Visiting Keio University Hospital**



**Courtesy Visit to Malawian  
Embassy in Japan**



In our current corporate stage, these pilot projects are necessary to understand the obstacles of developing countries where our product may flourish to help the

maximum amount of people in need.

Recently, OUI Inc. has become a member of IAPB and our Smart Eye Camera (SEC) device has been officially listed on their valued supplier list, making us the first Japanese corporation to do so.

Below are some links for your reference to this news:

<https://www.businesswire.com/news/home/20200406005899/en/Smart-Eye-Camera-Listed-Valued-Supplier-List>

🔗 Smart Eye Camera Got Listed in the Valued Supplier List of IAPB for the First Time as a Medical Device fro...

<https://iapb.standardlist.org/the-products/smart-eye-camera-sec/>



Smart Eye Camera (SEC) > IAPB Standard List • [iapb.standardlist.org](https://iapb.standardlist.org)

This article alone has brought numerous amounts of inquiries from all over the world asking for and about our product, and we see this collaboration with IAPB as potential to ignite further possibilities for collaborations and partnerships, as we aim to fulfill our mission. This would call for more pilot projects where we still need funding for travel and preparations.

That is why we ask for help, offer for future collaboration from all of you, our possible partner, to get the SEC delivered all across the globe to get the proper diagnosis and treatment that all people deserve.