



Contact:

Brian Heaney
InnerOptic Technology, Inc
919/732.2090
brian@inneroptic.com

FOR IMMEDIATE RELEASE

**SURGEONS AT CMC USE A NEW 3D GUIDANCE SYSTEM TO DESTROY
MULTIPLE CANCEROUS LIVER TUMORS**

Charlotte, NC (March 6, 2009) – Surgeons at the Carolinas Medical Center (CMC) have used an advanced 3D guidance system from InnerOptic Technology to successfully perform a complex liver tumor ablation procedure. On March 6th 2009, Dr. David Iannitti used InnerOptic’s InVision System™ to accurately target and ablate five liver tumors, marking the first clinical use of the InVision System.

“The InVision System makes guiding a needle into a tumor much easier and more accurate.” said Dr. Iannitti, Carolinas Medical Center’s Chief of Hepatopancreaticobiliary Surgery. “All surgeons, from novice to expert, will benefit from its 3D guidance.”



Dr. Iannitti using the InVision System to accurately place the ablation needle in a liver tumor.

This clinical case is part of an IRB-approved study by InnerOptic and CMC to validate the clinical effectiveness of the InVision System. Earlier collaboration between CMC

and InnerOptic resulted in poster titled “*Advanced Imaging Guided System Improved Accuracy of Needle Placement in Hepatic Tumors*,” which was presented by Dr. John Martinie at the American Hepato-Pancreato-Biliary Association (AHPBA) conference on March 9th, 2009.

“InnerOptic is proud to have contributed to the successful outcome of this procedure,” said Brian Heaney, InnerOptic’s CEO. “We look forward to working with the leading surgeons of CMC on studying the effectiveness of the InVision System.”

About InnerOptic Technology, Inc.

InnerOptic was founded in 2003 to commercialize the patented medical visualization technology developed by researchers at the University of North Carolina at Chapel Hill. InnerOptic is revolutionizing image-guided procedures with its InnerOptic’s InVision™ System, a “*GPS for the surgeon*” that improves a physician’s ability to accurately perform complex minimally invasive procedures with intra-operative ultrasound. A privately held company, InnerOptic is headquartered in Hillsborough, NC. For more information, please visit <http://www.inneroptic.com/>.

About Carolinas Medical Center

Carolinas Medical Center, in Charlotte, is an 861-bed hospital, which includes a Level I trauma center, a research institute, a children’s hospital, a rehabilitation facility and a large number of specialty treatment units (heart, cancer, organ transplant, etc.). CMC also serves as one of North Carolina’s five Academic Medical Center Teaching Hospitals, providing residency training for 207 physicians in 15 specialties.

Carolinas Medical Center has been named the “Consumer’s Choice Preferred Hospital” in the Charlotte market by the National Research Corporation nine times. HealthGrades, the nation’s leading independent healthcare ratings company, rated CMC as best in the Charlotte area for overall cardiac services, and among the top five in North Carolina. CMC is also the first hospital in North Carolina to be recognized by J.D. Power and Associates for service excellence in maternity care.