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FOR IMMEDIATE RELEASE

INNEROPTIC INTRODUCES SPOTLIGH™, A REVOLUTIONARY ADVANCEMENT IN ULTRASOUND – CT/MR FUSION

Hillsborough, NC (October 3, 2010) – InnerOptic announces SPOTLIGHT™, an innovative approach to fusing pre-operative CT/MR scans with live ultrasound imagery in real time onto a 3D monitor, improving the efficacy of image-guided interventions. InnerOptic will be demonstrating SPOTLIGHT at the American College of Surgeons Clinical Congress (Oct 3rd – 7th) in BK Medical's booth.

InnerOptic's SPOTLIGHT software (Fig. 1) allows the surgeon or interventional radiologist to simultaneously view CT (or MRI) and ultrasound, spatially fused together on a single display. This approach solves the spatial correspondence problem inherent in image-guided interventions.

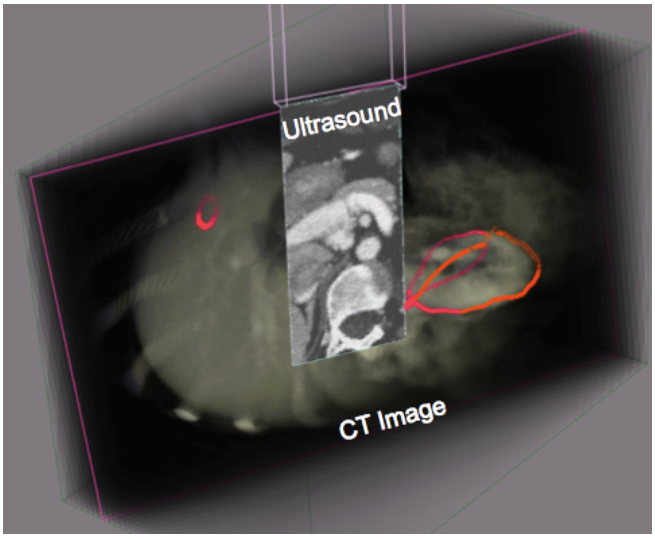

Figure 1. **SPOTLIGHT** fuses CT (or MRI) and U/S images in real time onto a single 3D monitor, and allows the user to make intra-op annotations.

SPOTLIGHT continually monitors the position of the ultrasound transducer and fuses the live ultrasound slice onto the corresponding anatomical feature in the CT or MR scan. This intuitive visualization (Fig. 2) is displayed in real-time on a 3D stereoscopic monitor.

Furthermore, SPOTLIGHT is the first technology to enable the surgeon to make intra-op annotations to the CT or MR and the ultrasound (Fig. 2), rather than having to rely only on pre-op CT/MR markings.

InnerOptic's SPOTLIGHT fusion software supports any image-guided intervention that uses CT (or MRI) with ultrasound, including tumor ablations and biopsies. SPOTLIGHT supports open, percutaneous and laparoscopic interventions.

"Spotlight has been developed by working closely with leading surgeons and imaging experts, ensuring that it is industries' easiest to use and fastest to setup fusion solution," said Brian Heaney, InnerOptic's CEO. "We look forward to working with surgeons in using Spotlight to improve the outcomes of patients who undergo image-guided interventions."

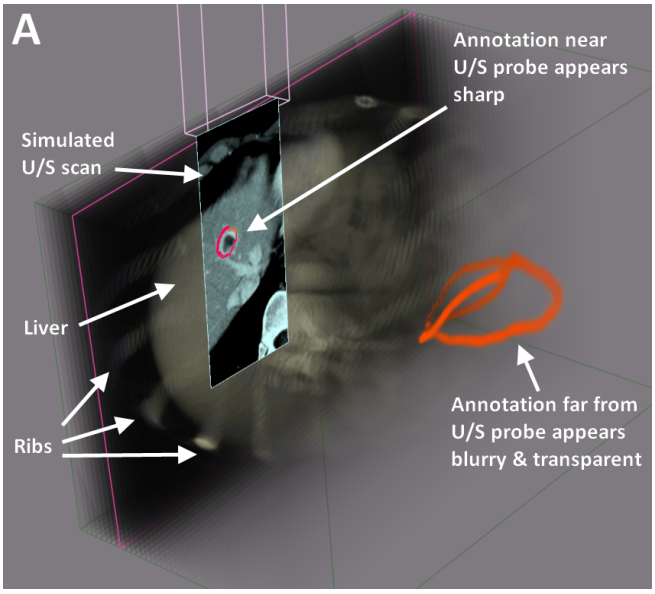

Figure 2. SPOTLIGHT allows the surgeon to make intra-op annotations to both ultrasound and CT/MR.

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 3D visualization products: AIM™ targeting system, a "*GPS*" that improves a physician's ability to accurately perform complex minimally invasive procedures with intra-operative ultrasound; and SPOTLIGHT™, which fuses pre-op CT/MR with live ultrasound. A privately held company, InnerOptic is headquartered in Hillsborough, NC. For more information, please visit http://www.inneroptic.com/.