

IDEA to enable The India Sight Screeners' Foundation to develop a low cost Glaucoma screening device

IDEA to leverage its Medical & Clinical Device domain knowledge

Hyderabad, Andhra Pradesh, February 17, 2009 /[India PRwire](#)/ -- Innovative Design Engineering Animation (IDEA) Pvt Ltd, a leading provider of product design services, with expertise in industrial design, engineering and animation has partnered India Sight Screeners' Foundation to develop a unique portable handheld device for glaucoma testing. The device will be used for vision screening of masses to detect people with peripheral vision loss.

Glaucoma is one of the leading causes of blindness around the world. The on the move testing device will enable the detection of those who may be having peripheral vision loss and possibly Glaucoma and send them to ophthalmologists to carry out in-depth examination and treatment. It can also be used in the ophthalmologist clinics to screen all visitors. Glaucoma is recognized as the second largest cause of blindness with millions suffering vision impairment without being aware of their problem and letting the optic nerves to damage beyond repair.

"Our DNA is to help companies & organizations develop products that are exciting, intuitive to use and affordable. With a team of medical experts and exceptional understanding of medical devices used in clinical applications we will enable The India Sight Screeners' Foundation with a product that will help family physicians, ophthalmologist, opticians, and NGOs to effectively screen masses for peripheral vision loss." said Deval Shah, Director, IDEA.

"In India more than 80% of blindness can be avoided with regular comprehensive Vision Screening and directing people with defects to ophthalmologist. Our objective is to spread the awareness about Glaucoma being a silent thief of eyesight through a device that easily allows doctors, opticians and NGOs to check peripheral vision of the masses. We wanted a product relatively cheap, portable and intuitive and IDEA was an obvious choice as a product development partner." said PVRN Iyer, Managing Trustee, The India Sight Screeners' Foundation.

IDEA enables Fortune 500 companies and SMEs to quickly and cost efficiently turn ideas into actual products by offering fully integrated and high quality design, engineering, and animation services. IDEA is meeting the needs of leading businesses such as GE Healthcare, Pacific Medical, Eureka Forbes, GlaxoSmithKline, Ingersoll Rand, Shell and is one of the few companies that include both design and engineering capabilities under one roof, enabling it to take most products from conceptualization to manufacturing. IDEA has employed top-notch talent from diverse global companies, and has recruited from the best learning institutions worldwide to build on its growing team of industrial design and product development experts.

Notes to Editor

About IDEA Pvt Ltd

Innovative Design Engineering Animation (IDEA) Corporation is a leading provider of industrial design services based in Ahmedabad, India, with corporate offices in San Francisco, California. IDEA enables Fortune 500 companies to quickly and cost efficiently turn ideas into actual products by offering fully integrated and high value added design, engineering, and animation services. IDEA is meeting the needs of leading businesses such as Eureka Forbes, GE, GlaxoSmithKline, Ingersoll Rand, Shell, Sportscraft and Tupperware. For more information on IDEA, please visit www.ideaproductdesign.com/corp

About The India Sight Screeners' Foundation

India Sight Screeners' Foundation is a Non-profit organization dedicated to generate awareness for prevention and control of blindness. The organization helps people in identifying eye problems such as Binocularity, Far and Near Visual Acuity abnormality, Stereo depth perception, Vertical and Lateral Phoria, Peripheral Vision loss and Color Perception deficiency through comprehensive Vision Screening and referring them to eye specialists.

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