



Novel long-term Wireless Capsule Endoscopy (WCE)
for on-demand bladder monitoring

RealView Medical Ltd.

Misgav Venture Accelerator
Misgav Business Park
M.P. Misgav 20174, Israel
Phone: +972.4.999.1991

Gershon Goldenberg, CEO

Mobile: +972.54.4765.836
E-mail: gershon@realview-medical.com
Web: www.realview-medical.com

THE NEED

Bladder cancer remains one of the most prevalent of all cancers. Transitional cell carcinoma (TCC), the most typical bladder cancer, recurs in nearly 80% of patients. Early detection of TCC recurrences substantially increases the five-year survival rate.

TCC patients typically undergo cystoscopies every three month following initial diagnosis.

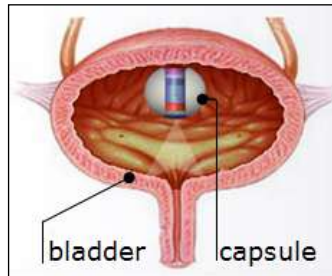
An invasive, uncomfortable, and costly procedure, cystoscopy requires local or general anesthesia, and provides only limited visibility, RealView-Medical is developing a long-term, on demand monitoring device for TCC patients that is cost-effective, minimally invasive, and offers better visibility.

THE PRODUCT

The RealView imaging capsule is a minimally invasive endoscopic device for long-term monitoring of TCC patients.

The miniature capsule incorporates:

- A sophisticated “imager”
- A transmitting device
- A protective, inflatable shell coated with a biocompatible liquid that protects the capsule against obscuration to allow clear visibility of the entire bladder wall



The capsule is inserted into the bladder during atransurethral resection and can remain in place for up to two years. The capsule transmits on-demand, high-quality images to an external recording device, guided by an external navigation system. The images can be viewed, processed, and stored for future comparison purposes. It can be removed from the bladder during a standard cystoscopic procedure.

ADVANTAGES

RealView’s novel imaging capsule is a superior and cost-effective solution for early detection and follow-up of recurrent TCC with distinct advantages:

- Enables accurate and comprehensive visibility of the bladder wall
- Facilitates a more rigorous and effective monitoring regime through on-demand imaging
- Enhances patient compliance as a minimally invasive, painless, quick and anesthesia free procedure
- Saves time per procedure
- Reduces follow-ups adverse outcomes
- Highly cost competitive relative to all alternative approaches

Follow up can be done by a technician, freeing physicians’ time, and allowing remote reading from the physician’s office. Early detection rate can potentially reduce the rate of invasive disease thus significantly reduces costs to the health care system.

TARGET MARKET

Bladder cancer is the fourth most prevalent cancer in men and eighth in women, accounting for 600,000 patients in the U.S. and about 1,000,000 in Europe. Direct costs of bladder cancer management in the U.S. alone are estimated at \$4 billion annually.

KEY PERSONNEL

Gershon Goldenberg, Co-Founder, CEO.

Wide-ranging multidisciplinary experience in product development; established and led several medical device companies including MTRE, Pro-IV Medical and Uset Medical

Dr. Amos Neheman, Co-Founder, Medical Director.

Urologist with extensive surgical experience in laparoscopic and minimally invasive procedures; numerous publications in major urological journals

Uri Neeman, Co-Founder. Extensive project management experience in the information and communications industry

COMPANY STATUS

Founded: 2008

Investors: Misgav Venture Accelerator, The Trendlines Group

INTELLECTUAL PROPERTY

RealView has a patent pending in the U.S. and in Europe covering the novel concept of a long-term, minimally invasive, implantable imaging device; long-term, controlled wireless transmission of optical images of internal body organs for external analysis; and the complete technology of remote controlled, in vivo, wireless navigation and maneuverability of implanted devices.

The Company aims to further capitalize on the uniqueness of its core technology through extensive IP protection.

DEVELOPMENT - Milestones

- Successfully completed development of the first version of the balloon capsule
- Started in-vivo safety and visualization trials five months ago. Tests show promising results, with proven safety and feasibility for a clear field of image view.

Subsequent to demonstrating efficacy in animal studies, the company seeks to raise additional funds for advancing R&D, clinical trials, and reimbursement and regulatory activities.