

# ECHOPIXEL

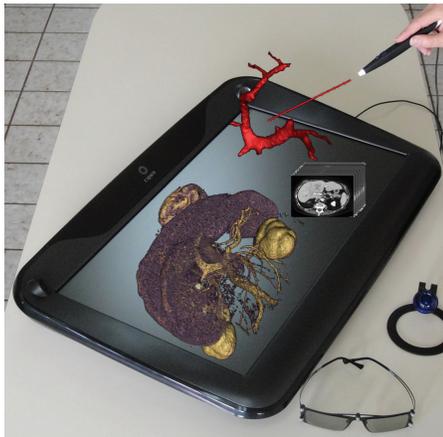


## Innovation

EchoPixel, Inc. is building a new world of patient care by providing visualization solutions that enable doctors to work with patient specific body parts instead of images.

### Problem

Currently there are several imaging devices such as Computed Tomography (CT) and Magnetic Resonance Imaging (MRI), etc. that acquire volumetric 3D image data of human anatomy. However, physicians are limited to reviewing a series



of 2D image slices while attempting to mentally reconstruct the 3D structure of the anatomy that they want to evaluate.

In cases where an extracted surface or a volume rendering is used to specify a single 3D-perspective view, the resulting 2D image restricts the user's ability

to accurately interpret the true structure of the underlying anatomy. The attempt of simulating the appearance of 3D information is really just a projection of the image data onto a plane.

### Solution

True 3D (t3D) is a medical visualization software solution that enables physicians to uniquely visualize and interact with image data depicting tissue and organs as if they were real physical objects.

This combination allows doctors to immediately identify the tissue they seek to evaluate, determine its location and surrounding anatomy, and interactively dissect a tumor or malformation for detailed evaluation. EchoPixel's focus is to improve clinical efficacy and workflow by providing expert derived t3D clinical protocols that takes advantage of this new open space.

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**Innovation** is the lifeblood of medical advancement and the key to raising the bar for patient care. Yet the traditional process for medical innovation is fraught with obstacles that hinder the development of new ideas. That's why Dr. Thomas Fogarty, a preeminent physician innovator, founded this educational, nonprofit organization. Here, we build upon Dr. Fogarty's invaluable experience to provide a streamlined alternative path for entrepreneurial innovators working on promising new therapies. We hand select several candidates for inclusion in our Innovation Cultivation program, and provide access to expert intellectual, physical, and financial resources designed to propel medical concepts from initiation to application. The program offers direct mentorship every step of the way. EchoPixel is one of the showcase participants in the program.



**Fogarty Institute  
for Innovation**

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