

Vivid Vision Partners With Research Foundation

SUNY



**The Research
Foundation for**

The State University of New York

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**– James Blaha,
Vivid Vision
CEO**

Vivid Vision, a San Francisco-based eyecare start-up has signed an exclusive license agreement with The Research Foundation for The State University of New York to employ a new device to treat lazy eye and other disorders of binocular vision.

May 3, 2018 – The patented system was invented by Benjamin Backus, an associate professor at the SUNY College of Optometry, with his colleagues Kenneth Ciuffreda and Diana Ludlam. It uses eye tracking to provide direct and precise binocular visual stimulation at known locations on the retinas of both eyes simultaneously. The idea is to train neurons to function appropriately, Vivid Vision said. Vivid Vision is building a vision care platform that works with new virtual reality to treat amblyopia, strabismus (the most common cause of amblyopia), and disorders of binocular vision. “We believe eye



tracking is integral to the next generation of treatment tools for binocular dysfunction such as amblyopia, strabismus and convergence insufficiency,” said Vivid Vision CEO James Blaha. “We couldn’t develop these new tools without collaboration with the Research Foundation for SUNY and the licensing of their patent. David Troilo, PhD, vice president and dean for academic affairs at SUNY College of Optometry, noted, “The research on binocular visual function that is the basis of this technology was conducted as part of SUNY Optometry’s active research mission on the eye and vision. Translating our research efforts to improvements in patient care is a major goal at the college. We are very pleased that Vivid Vision will help us make this a reality for patients with these conditions.”