

LUCID, INC

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New VivaScope® 3000 Confocal Imager Allows Rapid, Painless Virtual Biopsy

The world's most advanced dermatological imaging technology now in a smaller package and a larger field of view.

May 14, 2010, Rochester, NY -- Lucid, Inc., which designs, builds and sells VivaScope® confocal imagers, the only FDA approved, noninvasive, cellular resolution devices for imaging skin cancer, today announced that the next generation handheld confocal imager, the VivaScope® 3000, will be released to the general dermatological market on August 16, 2010.

Lucid showcased the new product at the American Academy of Dermatology meeting in Miami, FL, early in March and is accepting pre-orders for the device as a result of the wide-spread interest generated at that meeting.

The world's smallest, commercially available, and noninvasive handheld confocal imager, the next generation VivaScope® 3000 is designed for routine clinical use. The handheld imager provides physicians a convenient way to produce noninvasive diagnostic images of skin lesions and can image four times more area of a lesion than the previous generation device. The next generation VivaScope® 3000 represents a significant reduction in size and weight over the previous model, allowing even the least accessible areas of the body to be imaged with ease.

"Interest from dermatologists and clinicians for a handheld confocal imager with the second generation VivaScope® 3000's features has been considerable," said Jay Eastman, CEO of Lucid, Inc. "Due to Lucid's extensive experience working with world experts in noninvasive diagnosis of melanoma and other skin cancers, it is anticipated that the new VivaScope® 3000 will be used for rapid screening of suspicious lesions and other applications, such as the margin analysis in lentigo maligna."

Lucid's VivaScope® series of confocal imagers provide diagnostic quality images of a patients skin at cellular resolution for interpretation by specialists. VivaScope® confocal images can be transferred securely online to skin pathology experts through Lucid's VivaNet® to substantially reduce the time associated with diagnostic interpretation and reporting, making this a remarkable tool for patients with lesions suspicious for skin cancer.

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NEWS — FOR IMMEDIATE RELEASE

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About Lucid, Inc.

Lucid, Inc., based in Rochester, NY (USA) is a medical device and information company with offices in North America, Europe, and Australia. Lucid is dedicated to providing improved care for dermatology patients by coupling its noninvasive VivaScope® cellular imaging technology with its innovative VivaNet® medical information system to allow secure, HIPAA compliant, near real-time collaboration between dermatologists and other medical specialists. The VivaScope® system provides rapid online medical image transfer storage and retrieval, thus enabling these critical collaborative consultations. The technologies delivered by Lucid provide images that physicians use in forming critical clinical judgments in cases of dermatological disease while ensuring patient comfort and piece of mind.

VivaNet® and VivaScope® are registered trademarks of Lucid, Inc.

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