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UK medtech firm launches £1.8m crowdfunding round to deliver ophthalmic and optical diabetes devices

- *Occuity to launch pioneering ophthalmic meter based on its multi-patented technology in 2022*
- *The investment will help deliver non-invasive diabetes detection and personal management devices by the end of 2025*
- *Former Apple design director is part of an expert team developing new devices*

Reading, UK, 23 August 2021: [Occuity](#), a UK-based medical technology startup, today launched a crowdfunding round to accelerate the development of new optical screening and monitoring devices that aim to detect the early signs of chronic health conditions by scanning the human eye.

Founded in 2019, Occuity has developed and patented contactless optical technology to obtain precise measurements from the eye. It is seeking investment of £1.8 million through the Seedrs platform to bring a range of new medical devices to market that use this technology for ophthalmic examinations, diabetes management, pre-diabetes screening and, in the longer term, the early detection of Alzheimer's disease.

Efforts to bring these new devices to market are led by Occuity's founder and CEO [Dr Dan Daly](#), company co-founder and CTO [Dr Robin Taylor](#), and [Daniele De Iuliis](#), a 27-year veteran of Apple's industrial design team, who joined Occuity as design director in 2020.

Roll-out plan for Occuity's new medical devices

- Occuity's first device is aimed at the optometry market and measures corneal thickness with micrometre level precision. This is due to begin clinical testing and is expected to be approved for use in the EU by early 2022.
- The company plans to launch a pre-diabetes screening device in 2024 to allow mass testing for the emerging signs of Type 2 diabetes at pharmacies and opticians.
- In 2025, it intends to introduce a personal non-invasive optical glucose monitor that will enable people with diabetes to monitor their blood-sugar levels without drawing blood.
- Occuity hopes that its research and development will also support the delivery of a routine screening device capable of detecting early signs of Alzheimer's disease by identifying biomarkers deposited in the eye.

Dr Dan Daly comments: "The eye provides a window into human health. Occuity's vision is to use this window to identify chronic conditions faster and earlier with non-invasive, non-contact handheld devices, and provide tools to manage those conditions better."

"There is a huge opportunity to deliver a step-change over the next decade in optometry practice and the way chronic diseases like diabetes and Alzheimer's are detected and managed.

“We are inviting people who share our vision of transforming health screening to invest in our crowdfunding campaign to improve the lives of hundreds of millions of people worldwide.”

Daniele De Iuliis comments: “Thanks to Occuity’s ingenuity, it is becoming possible to detect and manage debilitating health conditions through a quick, non-contact eye scan.”

“We are developing game-changing medical devices for use in non-clinical settings and by the patient. They will be kinder, more intuitive and more convenient than existing technologies, and they will be accessible to all.”

Occuity’s crowdfunding campaign is available on Seedrs at <INSERT LINK>.

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Notes to editors:

- Meta-analysis of data from 50 studies estimates the number of people (aged 40-80 years) with glaucoma worldwide was 64.3 million in 2013. This number is expected to reach 76 million in 2020 and 111.8 million by 2040. (Source: [Ophthalmology](#), 2014)
- The number of people with diabetes rose from 108 million in 1980 to 422 million in 2014, with diabetes prevalence rising more rapidly in low- and middle-income countries. An estimated 1.6 million deaths were directly caused by diabetes in 2016. (Source: [World Health Organisation](#), 2020)
- Around 50 million people worldwide have dementia, and there are nearly 10 million new cases every year. Alzheimer's disease is the most common form of dementia and may contribute to 60–70% of cases. (Source: [World Health Organisation, 2020](#))

About Occuity: www.occuity.com

Founded in 2019, Occuity is a UK-based medical technology company specialising in the research, design and production of non-contacting optical instruments for healthcare diagnostics and monitoring. Occuity’s scanning technology uses light to obtain accurate and precise measurements from the eye and is protected by nine granted patents and a further five patent applications.