

**Caltech/MIT Enterprise Forum
January 20, 2007**

**Medical Devices:
The Intersection of Software Engineering,
Electronic Advancement and Medical Sciences**

KEYNOTE SPEAKER

Dr. Michael E. Phelps

Norton Simon Professor and Chair

UCLA Department of Molecular and Medical Pharmacology

Dr. Michael E. Phelps, the inventor of PET (Positron Emission Tomography), has been on the faculty of the University of California since 1976. He is actively engaged in medical research, educational programs and multimedia technologies at UCLA. Dr. Phelps uniquely holds six academic positions at UCLA. In addition to serving as the Departmental Chairman and holding an endowed professorship, he is also the Director of the Crump Institute for Molecular Imaging, Professor of Biomathematics, the Director of the Institute for Molecular Medicine, and the Chief of Nuclear Medicine.

He has received numerous awards, among them, the 1992 Pasarow Foundation Award, the 1987 Rosenthal Foundation Award of the American College of Physicians, the George Von Hevesy Prize (won twice) from the Von Hevesy Foundation in Zurich (Von Hevesy won the Nobel Prize in Chemistry), the 1984 Sarah L. Poiley Memorial Award from the New York Academy of Sciences, the 1984 Ernest O. Lawrence Presidential Award and the 1983 Paul Aebersold Award from the Society of Nuclear Medicine. Dr. Phelps also chaired the 1983 Nobel Symposium, was elected to the Institute of Medicine of the National Academy of Sciences in 1985, received the Enrico Fermi Presidential Award, 1998, and was elected to the National Academy of Sciences in 1999.

Now a vital tool in advanced healthcare, PET is a molecular imaging technique that provides in vivo images of biological processes, blood flow, metabolism, cell communication systems, drug interactions and gene expression. PET is used in research to study the biological basis of normal organ function and the biological basis of disease. It is also routinely used as a clinical service in the early detection, characterization and evaluation of the therapeutic responses in cancer, neurological disorders and cardiovascular disease.

COMPANY PRESENTERS

Dr. Erik Viirre

Founder

Tinnitus Otosound Products, LLC.

Dr. Erik Viirre is a co-inventor of patents for EEG Feedback Controlled Sound Therapy for Tinnitus, and an EEG diagnostic technique for measuring a patient's Tinnitus experience. He is an Associate Adjunct Professor in the UCSD Department of Surgery, and in the UCSD Department of Cognitive Science. His clinical specialties are vertigo, balance problems and tinnitus. He treats people with disorders such as Migraine, Menieres Disease, Labyrinthitis, and Benign Positional Vertigo (BPV). His interests include vision, hearing and the vestibular system and higher cognitive function. He has done research for the National Institutes of Health, the Office of Naval Research, DARPA and NASA. He is a consultant for groups such as the National Academy of Science and

COMPANY PRESENTERS *(continued)*

technology companies.

Dr. Viirre received his Ph.D. in Neurophysiology in 1987 at the University of Western Ontario in London, Canada and his M.D. in 1988. He completed a Rotating Internship at St. Joseph's Medical Center in London, Canada in 1989. After his internship in London, he was a fellow at the Roberts Research Institute in functional imaging and had an eye care practice. In 1994, Dr. Viirre was a Visiting Professor in Neurology and Ophthalmology at UCLA where he did a fellowship in Medical Neurology, the management of inner ear disorders. In 1995-99 he was a Scientist at the Human Interface Technology Lab at the University of Washington.

Marcus Filipovich

Chief Executive Officer

Ikona Medical Corp.

Marcus is the CEO of Ikona Medical corp., an early stage Pasadena-based medical device firm. Ikona is developing endoscopic digital image processing software that produces panoramic high definition image mosaics utilizing low-resolution, inexpensive hardware and optics. The first Ikona product is an imaging probe that provides a quicker and cheaper diagnostic assessment for the three million U.S. women who annually see their gynecologist due to Abnormal Uterine Bleeding. Ikona is also researching the use of its motion tracking, feature detection, and, image de-warping and mosaicing technology to enhance the eight million gastro-intestinal imaging studies performed annually. Marcus has a background in general management, marketing, and operations in both entrepreneurial and large corporation environments in the medical devices and digital entertainment fields. Previously, Marcus held executive and senior management positions at Karl Storz Endoscopy America Inc., BrainMedia LLC, PhatNoise Inc., Infinite Biomedical Technologies LLC, Vitatron Medical BV and Medtronic Inc. Marcus is also a Director of the Pasadena Angels, a 100-member investment group. Marcus holds both an MSEE and BSEE from MIT and an MBA from the Carlson School (Minnesota).

PRESENTERS

Dr. Gregory R. DeVore

A leading world-wide expert in neonatal ultrasound diagnosis

Dr. DeVore is the leading world-wide expert in neonatal ultrasound diagnosis. He provided clinical and compelling testimony for the prosecution in the Laci Peterson murder trial. Dr. DeVore is a renowned speaker and trainer in the use of ultrasound technology, who provides consultant advice to companies seeking to improve or introduce new ultrasound devices. As a front-line user of ultrasound medical devices, Dr. DeVore will comment, from the user-customer point-of-view, on introducing and marketing medical devices to clinicians, the obstacles to adoption of new devices and technologies, and strategies for entrepreneurs to use to penetrate the market. He will demonstrate, using ultrasound as an example, what persuades him as a buyer to try or switch to new devices and technologies.

PRESENTERS (Continued)

Kevin Scanlon

*Mentor and Member of Pasadena Angels
and Tech Coast Angels of Los Angeles*

Dr. Kevin J. Scanlon has thirty years of experience and expertise enhancing the relationships among the Life Science Community. Currently, he is mentoring and supporting entrepreneurs through the venture capital community as a member of the Pasadena Angels and the Tech Coast Angels of Los Angeles. These organizations support entrepreneurs with seed round investments for their novel technology. Dr. Scanlon's background includes: academic medicine, pharmaceutical industry management and a faculty educator for graduate students combining science and business. He has been a guest lecturer in the Entrepreneurial Programs of several national and international universities. He has been consulting for international governments in Europe and Asia that are developing Centers of Excellence in Bioscience.

MODERATOR & PRODUCER

Russell M. Frandsen

*Attorney at Law
Reed Smith LLP*

Mr. Frandsen, an alum of the Duke University Law School, has 30 years experience in practicing business law and in serving as outside general counsel to middle market companies. Mr. Frandsen has developed considerable expertise in high technology companies, entrepreneurial businesses and venture capital investing. In this connection, he has handled numerous technology start up firms, mergers and acquisitions, federal and state securities law issues, including public and private securities offerings, intellectual property licensing and technology transfers, technology joint ventures, securing and protecting trade secrets and intellectual property and related general business problems. Mr. Frandsen serves as outside general counsel to a number of clients in the high technology field.

Mr. Frandsen has pioneered the way for Internet securities offering. He obtained the IPONET No Action letter, dated July 26, 1996, setting forth the guidelines for securities offerings on the Internet, particularly private offerings. Mr. Frandsen obtained the definitive opinion of the California Commissioner of Corporations interpreting Corporate Securities Act of 1968, as amended, section 25102(n), including in particular the use of Section 25102(n) offerings on the Internet. Mr. Frandsen has participated as speaker and panelist at a number of national and local seminars and conferences.

Mr. Frandsen has advised a range of clients which includes individuals and companies involved in such diverse technological and nontechnological activities as biotech and pharmaceutical development, various medical devices, uranium enrichment through laser diffusion technology, industrial acoustic imaging, document imaging, storage, and retrieval through systems integration and proprietary software development, electronically controlled and metered fuel injection systems for internal combustion engines, pressure and temperature sensors, optical data storage, proprietary computer board manufactures, carbon fiber and other composite material, molding technology, solar energy development, fluid control valves for the semiconductor industry, high performance general aviation aircraft engines, piezo electric telephone switching technology, data base search engine software, Internet commerce sites, Internet access companies, Internet software, medical software, web site software, optical filters, multiplexing and demultiplexing telecommunications devices, genetic diagnostic tools, domestic and foreign technology licensing agreements, industrial equipment manufacturers, restaurants, quick-service restaurant chains, national retailers, entertainment companies, gift card companies, broker-dealers, underwriters, investment companies, and hedge funds.

MODERATOR & PRODUCER *(Continued)*

Mr. Frandsen serves on the Executive Committee of the Caltech/ MIT Enterprise Forum (Executive Committee, Chair 1998-2000; 2003-2007). He served on the Board of Directors of the Rotary Club of Los Angeles (LA 5), of the Association for Corporate Growth in Los Angeles and as Vice Chair of the Los Angeles County Private Industry Council.

PRODUCER

Rogelio Nochebuena

President

Nochebuena R&D

Nochebuena R&D is a consulting organization based in Pasadena that focuses on assisting small companies as well as large enterprises solve problems in a cost-effective way in the fields of lasers and nanotechnology. Mr. Nochebuena has more than 20 years of experience in high technology. He has worked with start-ups as well as Fortune 100 companies including Agilent Technologies, Xerox Corp, and Carl Zeiss where he served in senior technical and marketing positions. His consulting practice includes clients such as Lawrence-Livermore National Labs, Intelligent Optical Systems as well as tier one universities and global telecommunications companies.

Mr. Nochebuena combines knowledge in the physical and biological sciences and has been involved in a variety of projects with strong emphasis on lasers and opto-electronic materials and devices. He brings expertise in the areas of technology transfer, commercialization and licensing IP, managing innovation and business strategy. Recently he was appointed as Executive-in-Residence at Angel Strategies, where he is responsible for technology assessment and due diligence for investments in medical devices, advanced materials and biotechnology.

SPONSOR

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Reed Smith represents many of the world's leading companies in complex litigation and other high-stakes disputes, cross-border and other strategic transactions, and crucial regulatory matters. With lawyers from coast-to-coast in the United States, as well as in the United Kingdom, continental Europe, and the Middle East, the firm takes pride in its experience across a broad array of industry sectors. The company counsels 28 of the top 30 U.S. banks and nine of the world's 10 largest pharmaceutical companies. The company's shipping practice has been designated among the most preeminent in the world, and the advertising law practice is regarded as among the legal industry's finest.

Reed Smith has grown because of the company's uncommon commitment to delivering high-quality service and developing long-term client relationships. Their approach to service begins by understanding the clients' business goals and then working to develop the resources necessary to help achieve them. Based on the results of a survey of large and Fortune 1000 in-house counsel, the BTI Consulting Group ranked Reed Smith among the top 5 firms for client service. The company established a state-of-the-industry Client Evaluation Program, and was identified as one of the few large law firms with a strategic focus on client satisfaction. *The Lawyer* named Reed Smith as runner-up for U.S. Law Firm of the Year, and *The American Lawyer* named the company as a finalist for its Litigation Department of the Year in the product liability category. *The Deal* highlighted the commercial restructuring and bankruptcy practice as the fourth most active.