



FOR IMMEDIATE RELEASE

Olive Medical Launches Affordable True HD Surgical Camera System

Innovation is here! – Introducing the HD camera system that fits your cost containment needs

Salt Lake City, UT, February 1, 2012. – Olive Medical Corporation of Salt Lake City, UT officially unveiled the industry’s first surgical camera system to provide world-class surgical imaging at a fraction of the price of today’s leading MIS HD camera systems. Using a combination of superior technology, vertical integration and lean development, this revolutionary platform is the first of its kind to provide a true HD image with unparalleled cost savings to the end user.

“What makes Olive’s system unique is that it extracts the costs without sacrificing quality. From the color reproduction, image sharpness and clarity – no detail was spared” states Joshua Talbert, CEO. “All other HD systems available today do not acquire the image in native 1080p resolution but rather employ post imaging processing to upscale and modify the image to achieve HD rates. Because of the native HD acquisition, our camera system is ten times faster than any competitor– making it the safest image available.”

The complete Olive Medical HD surgical camera system includes the TCK1 HD Camera Head and 24mm coupler, OVB1 Camera Control Unit, and OHD1 Surgical Display and is compatible with all other systems on the market. The camera head has full 1080p video acquisition, three fully programmable buttons and a light weight ergonomic design. The camera control unit has full 1080p video outputs, (2) DVI and (2) 3G/HD-SDI outputs, a unique smartphone like touch-screen interface, and integrated storage of 40 HD images that reduces the need for a separate capture device.

“Olive’s goal was not only to create a camera that exceeded the quality of the market leaders today, but to make it affordable as well” announces Olive’s Board Chairman, J. Michael Brown.

In addition to cost savings, Olive Medical offers the industry’s only five year replacement for their TCK1 HD Camera Head. Olive Medical’s camera system is FDA and CE cleared and quickly competing amongst the top medical device companies in the industry. The complete product offering is gaining traction in both domestic and international markets.

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About Olive Medical Corporation...

Olive Medical Corporation, a Salt Lake City, UT based medical device manufacturing company, is dedicated to providing affordable HD MIS imaging equipment to the OR. The TCK1 HD Camera Head and OVB1 HD Camera Control Unit introduces affordable “True HD” MIS visualization with intuitive controls and light weight ergonomics. Using a combination of superior technology, cutting-edge imaging sensors and lean manufacturing processes, Olive Medical’s visualization system fits all cost containment needs. Olive Medical manufacturing is based in the United States.

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