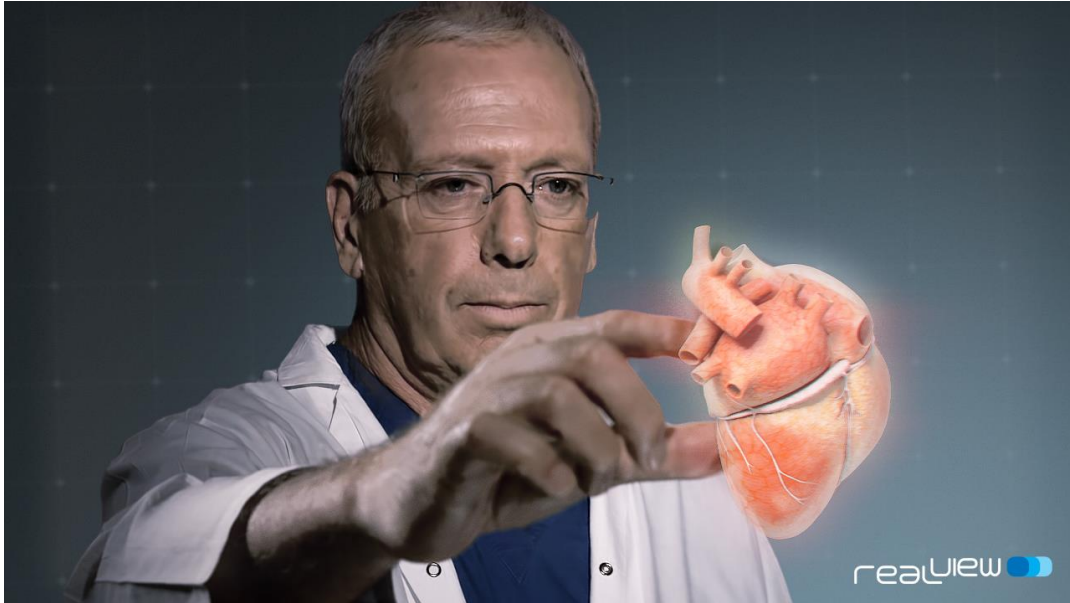


## Press Information

November 24, 2014



### **RealView Imaging Ltd., the world leader in Medical Holography, secured a \$10M Series B Investment Round.**

**Yokneam, Israel (November 18, 2014)** - [RealView Imaging Ltd.](#) today announced that the company has completed the execution of its series B funding round, with close to \$10M invested in the company. The round was led by LongTec China Ventures, a Shanghai-based medical investment firm, with the participation of the majority of the company's existing shareholders and of additional new private investors. Mrs. Peggy Wang, Founder and Managing Director of LongTec China Ventures, has joined the company's Board of Directors.

RealView Imaging is introducing the world's first 3D holographic display and interface system, initially for medical imaging applications. The company's proprietary technology projects hyper-realistic, dynamic 3D holographic images "floating in the air" without the need for any type of eyewear or a conventional 2D screen. The projected 3D volumes appear in free space, allowing the user to literally touch and interact precisely within the image, presenting a unique and proprietary breakthrough in interference-based digital holography and real-time 3D interaction capabilities.

The company was founded in 2008 by Aviad Kaufman, Shaul Gelman and Prof. Carmel Rotschild, with a seed investment of Dr. Shimon Eckhouse, the Chairman of the Board of Directors of the company. Following a number of years developing the core technology, in 2013 the company concluded the world's first clinical study to evaluate live 3D holographic imaging in interventional cardiology, a joint project conducted in collaboration with Philips Healthcare and Schneider Children's Medical Center in Israel. These clinical studies demonstrated the feasibility of using RealView Imaging's

innovative live 3D holographic visualization and interaction technology to guide minimally-invasive structural heart procedures.

“We are now focused on bringing our first commercial products to the market,” said Dr. Shimon Eckhouse, Chairman of the Board of Directors of RealView Imaging Ltd. “We are delighted to partner with LongTec China Ventures in our efforts to bring Medical Holography into clinical practice. Given their broad knowledge of the global medical markets and their strategic value in the Chinese market, we look forward to working together to make our unique contribution to enhance the growing field of 3D medical imaging.”

LongTec China Ventures focuses exclusively on medical technologies and has made a number of investments in Israeli and US-based medical companies. “We believe Holographic Imaging may become a true game-changer in the field of medical imaging,” said Mrs. Peggy Wang, Founder and Managing Director of LongTec China Ventures, “We can see the huge potential for this technology to significantly impact the growing field of structural heart interventions, as well as additional clinical fields such as image-guided surgery, obstetrics, neurology and medical training.”

Finalizing this round of investment allows the company to significantly expand its marketing and R&D activities to support the commercialization efforts, while sustaining its position as the leading player in the field of Medical Holography. RealView Imaging is growing and has recently moved to its new premises (offices and laboratories) located at 4 Hatnufa Street, Yokneam Illit, Israel.

**For further information, please contact:**

Aviad Kaufman

RealView Imaging Ltd.

Tel.: +972-544-334-834

E-mail: [aviad@realviewimaging.com](mailto:aviad@realviewimaging.com)