**[282] LIVE HOLOGRAPHY FOR 3D IMAGING IN STRUCTURAL HEART DISEASE**

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* **Investment Rational**   
  Three dimensional imaging can potentially enhance comprehension and navigation during spatially complex proced**ur**es. While the quality of 3D images are excellent, they remain within a 2D screen, therefore hampering the observer’s 3D experience. RealView presents the world’s first true 3D holographic display and interface system. The company is preparing for commercialization after successfully completing “first in human” trials.
* **Business Strategy**   
  During interventional procedures, clinicians heavily rely on imaging as their only means for navigation. Particularly in the interventional cardiology and electrophysiology domain, where spatially complex procedures are performed, there is a clear clinical demand for enhanced 3D imaging technologies. The company plans to launch its first commercial systems in the upcoming year in major clinical institutions in North America.
* **Core Technology**   
  RealView Imaging’s proprietary technology projects hyper-realistic, dynamic 3D holographic images “floating in the air” without the need for any type of eyewear or 2D screen. The projected 3D volumes appear in free space, providing the user an intuitive and immediate understanding of the spatial anatomy, and the ability to literally touch and interact precisely within the floating live volumetric image.
* **Product Profile/Pipeline**   
  RealView Imaging’s interventional unit is designed to assist the interventional teams in catheterization laboratories and hybrid operating rooms, providing easily accessible and interactive real time 3D holography while performing complex minimal invasive procedures. The company is also developing additional product configurations to support other interventional fields (e.g. oncology), procedure planning and diagnostics.

**What's Next?**   
RealView Imaging is a global center of excellence for holographic display and interface. RealView’s mission is to become the world leader in the field of 3D medical holography. The company is currently focused on go to market activities as it plans to roll-out the technology in the cardiology space in the upcoming year, predominately for structural heart interventions. In parallel, the company plans to expand its activities in other interventional areas. Additional information, including example clinical holographic images, can be found on at [www.realviewimaging.com](http://www.realviewimaging.com)