

VISIA and IntelliStudio Systems Provide Head-to-Toe Imaging Solutions

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Canfield's IntelliStudio and VISIA Complexion Analysis System

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Canfield Imaging Systems (Fairfield, N.J.) is a pioneer and leading supplier of imaging solutions for aesthetic medicine, clinical research and institutional settings. In addition to basic software and cameras, the company offers sophisticated image-capture solutions like the VISIA Complexion Analysis System. Canfield also provides advanced three-dimensional solutions for plastic and reconstructive surgery. Through its parent company Canfield Scientific, the firm has a 20 year history in medical imaging services.

The new fourth generation VISIA complexion analysis system "brings new imaging modalities with cross-polarized lighting," explained Jim Larkey, director of product management at Canfield Imaging Systems. "This enables us to apply our proprietary RBX technology, which can isolate and identify the red and brown data in facial images." In combination with the company's proprietary software algorithms, this data generates unique views of vascular conditions and pigmentation disorders.

This new VISIA features a more flexible and intuitive interface for easier customer use. "The feedback from the marketplace has been incredibly enthusiastic," Mr. Larkey noted. "VISIA was already recognized as the easiest to use application in aesthetic imaging. But our latest version of software brings that to an even higher level of performance and ease of use."

VISIA targets cosmetic and aesthetic skin analysis applications. "Our markets include pure play medical spas and small cosmetic practices within a larger dermatology or OB/GYN practice," Mr. Larkey said. With VISIA, skincare professionals can develop targeted treatment programs, communicate clearly with patients via powerful visual communication tools and effectively track treatment progress over time.

A second exciting product from Canfield is the Mobile IntelliStudio. "This is a solution for the diverse photographic needs of clinical and aesthetic practices,"

Mr. Larkey said. The IntelliStudio enables a wide-range of high quality imaging from close-ups to full body photography. "It is specifically designed to provide the ideal lighting condition for body photography."

IntelliStudio consists of three calibrated and color balanced Canfield IntelliFlash units that move vertically with the camera mount. Two of the lights are positioned well above the camera for strong cross-illumination of the subject's surface, while the third light below the lens axis fills in details in the shadow areas. "Most other studio systems for total body photography use very flat lighting only. Flat lighting does not reveal textures on a surface. Our system optimizes the presentation of skin texture and body contour to be applied toward treatments such as laser hair removal, cellulite reduction, mesotherapy and sclerotherapy," Mr. Larkey explained.

Included with the Mobile IntelliStudio are an indexed posing mat and deluxe backdrop to ensure consistent, professional quality photographs every time. "The posing mat helps to guide the positioning of the subject, while the backdrop provides a distraction free clinical blue background," Mr. Larkey conveyed.

Many Canfield customers have purchased the VISIA system and IntelliStudio as a pair, or have added the IntelliStudio to their existing VISIA installation. "These two systems complement each other perfectly, providing a complete turnkey solution for aesthetic face and body photography," Mr. Larkey said. "The VISIA is specialized for taking facial photographs and applying sophisticated image analysis techniques, whereas the IntelliStudio is the ideal system to properly document before-and-after treatment results for other parts of the anatomy."