

VISIA 3D Adds Impact to Consultations by Increasing Patient Interest

By Bob Kronemyer, Associate Editor

In the past, three-dimensional patient imaging was an almost exclusive province of plastic surgeons. Today, new, innovative software from Canfield Imaging Systems (Fairfield, N.J.), is bringing three-dimensional (3D) imaging technology to skincare professionals everywhere.

Users of Canfield's VISIA Complexion Analysis system and the Reveal Imager can now display a 3D view of the skin's surface, adding impact to their consultations and increasing interest in aesthetic treatments. Clients will be able to see, in almost microscopic detail, the surface texture of their skin, including features such as wrinkles, pores and acne scars.

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Using the new 3D viewer, the consultant selects an area of the client's skin for analysis and a magnified 3D image of the area instantly appears on the screen. The consultant can also rotate the view in space for a better look. To facilitate client communication, the 3D image can be rendered in natural skin color, gray scale or in a heat map style topographic view.

Canfield is already known for its VECTRA 3D surface imaging system, which is widely regarded as a standard in 3D medical imaging. Plastic surgeons around the world use these systems in reconstructive and aesthetic practices, as well as for clinical research applications. The same 3D viewing technology that Canfield developed for these state-of-the-art systems has been migrated to their skin imaging products, providing skincare professionals with a powerful new tool.

“The 3D visualization is absolutely astonishing,” said Jim Larkey, Canfield's director of product management. “When patients see their skin in this mode, they are completely captivated. This goes beyond traditional consultation – it's actually entertaining. When you have a captive audience, it's a lot easier to deliver your message. Our customers tell us that using 3D imaging significantly improves the patient's

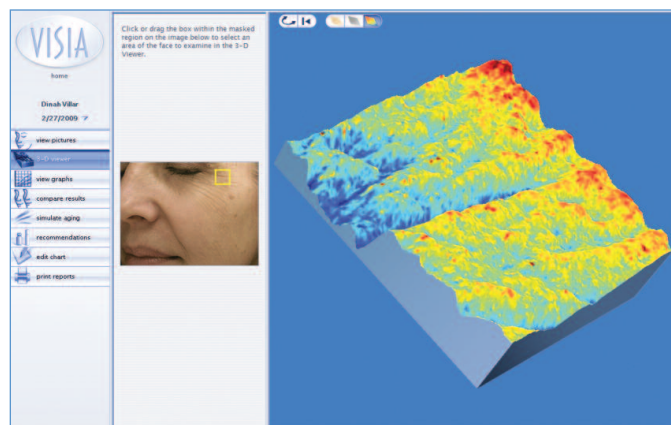
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This 3D viewing tool will be a standard feature on all new VISIA and Reveal systems, “but there is good news for those who already own these systems,” Mr. Larkey noted. “Customers with current support agreements will automatically receive a software upgrade that will install the 3D viewer. This enhancement is backward compatible to the first VISIA and Reveal systems ever made. In these hard financial times, our customers can rest assured that their Canfield equipment is an investment that continually increases in value.”

However, the 3D viewing tool is not the only enhancement included in this new VISIA software release. An auto masking feature will use facial recognition logic to define the area of analysis on the patient's photograph. “This feature will result in a faster and easier image capture process and provide more accurate and consistent complexion analysis,” Mr. Larkey explained.

Furthermore, a product recommendation feature allows the consultant to select from a library of cosmetic products. Products can be chosen by brand or type and appear – along with a description and picture – on the printed VISIA client report.

“Our goal at Canfield has always been to deliver the best imaging solutions to our customers and in that we have been successful,” Mr. Larkey conveyed. “With these new product innovations, our solutions are now even better.”



VISIA 3D provides a high impact, rotating presentation of the skin's topography in natural color, grey scale or heat map view.