

Imaging Instruments Enhancement by Stray- light Correction

simple, fast image enhancement for radiologists and researchers

A fast, matrix based stray- light correction method for imaging systems, which can reduce stray- light errors in any types of images for more than one orders of magnitude.

Annual Sales Forecast for USA *				Innovation Status		Idea
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling	Development Status	Proprietary Protection Status	Concept Score
Ultra Low	\$0	\$4,800	\$54,000	1 of 5 In Development	2 of 5 Patent Pending	19 <small>29 is Average</small>
Low Support	\$63,000	\$230,000	\$610,000			
Medium Support	\$550,000	\$1.7 M	\$3.8 M			
High Support	\$1.5 M	\$4.5 M	\$9.9 M			
Ultra High	\$2.7 M	\$8.6 M	\$19.3 M	Remaining Time & Cost to First Sale		
				6 mos-1 yr	\$100k-\$1M	

Imaging Instruments Enhancement by Stray- light Correction - *simple, fast image enhancement for radiologists and researchers*

Final Decision Maker: TV & Monitor product tester, medical staff, medical imaging instrument manufacturers, remote sensing researchers, digital imaging systems manufacturers (cameras, telescopes, microscopes)

Researchers at the National Institute of Standards and Technology (NIST) have designed a novel system to enhance digital image fidelity by removing unwanted stray light (ghost images, scattered light, etc) from electronic images resulting from cameras, medical scanners (MRI, CT, ...), teleopes and microscopes. By applying this stray- light correction technique, significant reductions in overall measurement uncertainties can be achieved in medical imaging, astronomy, remote sensing, radiometry, colorimetry, photometry and many other practical applications.

This technique uses a stray- light correction matrix that can correct stray- light errors in any types of images by one matrix multiplication. Errors introduced in imaging systems by stray light can be reduced more than one orders of magnitude through the use of this simple, matrix- based correction method. The stray- light correction matrix and the correction algorithm can be implemented within the software of imaging instruments to perform real- time or fast corrections.

\$5,000 for software application

Seeking: Purchase, Investment, Manufacturing/ R&D

- Email Inventor(s)
- Link to Website With More Info
- Link to YouTube Video
- Inventor(s) Open to Consulting Requests
- Agree to use Fair Contract
- Invention can be exported

* Consumption sales forecast. Does not include "Random" events or Inventory Fill . Forecast is for Year 1 for Large or Year 2 for Small Companies. Forecast should be read as ...With Low marketing support there is an 80% odds of achieving sales of at least...



Report Assumptions and Inventor(s) Commentary

Inventor(s) Assumptions	"Most Likely" Estimate	Confidence	Inventor(s) Commentary Data Source or Basis for Assumptions
# of Possible Final Decision Makers	30,000	30%	Navigational, Measuring, Electromedical and Control = 3,000 approx # high accuracy imaging systems ~ 50,000
Revenue per First Purchase	\$10,000.00	30%	rough estimate for software application market price
% that will Repeat	N/A	N/A	
Number of Annual Repeats	N/A	N/A	
Revenue per Repeat Purchase	N/A	N/A	
Reseller (Trade) Margin	N.A.	N.A.	
Producer Profit (EBITD)	30%	30%	This technique does not require any change in hardware of the existing product. It only needs to characterize the instrument and apply the correction.

Innovation Status			
Development Status	1 of 5 In Development		prototype has been built and demonstrates modeled levels of image enhancement
Cost to First Sale (remaining)	\$100k-\$1M	30%	one to two full time engineers would be needed to fully develop this technique to market- ready level
Time to First Sale (remaining)	6 mos-1 yr	30%	the technique is simple and has been demonstrated on an optical imaging system
Confidence in Concept Claims made in description		50%	this image correction technique has been demonstrated at NIST, and the algorithm has been mathematically proven to be robust.
Proprietary Protection Status	2 of 5 Patent Pending		patent application has been filed

Concept Score & Diagnostics						
 Merwyn Concept Score With Confidence Bands			Concept Diagnostics	Red	Yellow	Green
			Percentile Group	Bottom 40%	Middle 40%	Top 20%
Pessimistic 80% odds of at Least	Most Likely 50% odds of at Least	Optimistic 20% odds of at Least	Overt Benefit	●		
			Reason to Believe	●		
			Dramatic Difference	●		
15%	19%	23%				



Inventor Commentary & Alternative Development Scenarios

Inventor(s) Sales Goals

Minimum Goal	\$0.2 M	Current GOAL	\$1 M
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Photo can go here

Inventor(s) Commentary:

CURRENT SALES FORECAST

Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$0	\$4,800	\$54,000
Low Support	\$63,000	\$230,000	\$610,000
Medium Support	\$550,000	\$1.7 M	\$3.8 M
High Support	\$1.5 M	\$4.5 M	\$9.9 M
Ultra High	\$2.7 M	\$8.6 M	\$19.3 M

If MARKETING CONCEPT Improved
(Increase Concept Score by +20 Points)

Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$0	\$10,000	\$110,000
Low Support	\$140,000	\$480,000	\$1.2 M
Medium Support	\$1.2 M	\$3.6 M	\$7.8 M
High Support	\$3.2 M	\$9.6 M	\$20.5 M
Ultra High	\$5.9 M	\$18.1 M	\$39.4 M

If MARKETING CONCEPT and PRODUCT/ SERVICE Improved
(Increase Concept +20 Points, Repeat Rate & Number of repeats by 30% and Revenue per purchase 20%)

Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$0	\$10,000	\$110,000
Low Support	\$140,000	\$480,000	\$1.2 M
Medium Support	\$1.2 M	\$3.6 M	\$7.8 M
High Support	\$3.2 M	\$9.6 M	\$20.5 M
Ultra High	\$5.9 M	\$18.1 M	\$39.2 M

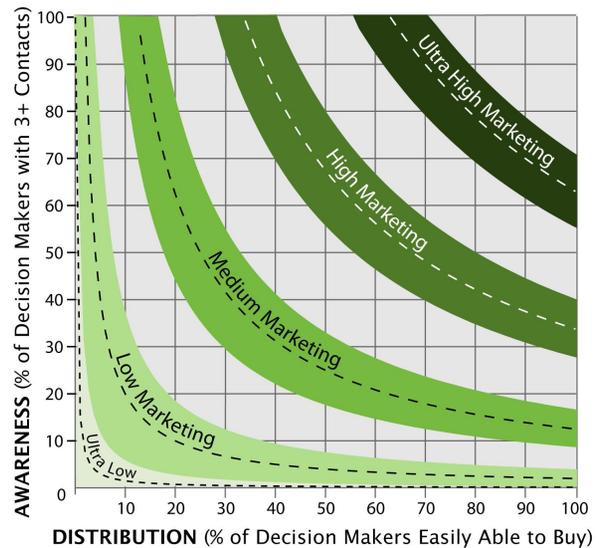


Additional Details

Fair Market Royalty (%)					
	Conservative - 80% Odds Royalty Percentage		Most Likely - 50% Odds Royalty Percentage		Aggressive - 20% Odds Royalty Percentage
At CURRENT State & Status	2.2%		3.2%		4.4%
Sales & Marketing Support Level	Annual Inventor Royalty Revenue			3 Year Value to Inventor If 50% Odds	
	80% Odds	50% Odds	20% Odds		
Ultra Low Support	\$200	\$550	\$1,100		\$1,700
Low Support	\$3,400	\$8,400	\$15,000		\$25,000
Medium Support	\$24,000	\$56,000	\$100,000		\$170,000
High Support	\$62,000	\$150,000	\$270,000		\$450,000
Ultra High Support	\$120,000	\$290,000	\$510,000		\$860,000

Sales & Marketing Support Level Assumptions				
Sales & Marketing Support Level	Sample Numbers		% Aware x % Distribution (Aware & Able)	Inventor Estimate of Odds
	% Distribution	% Awareness		
Ultra Low Support (Word of Mouth)	5%	3%	0.2%	40%
Low Support (Small Company)	20%	10%	2%	40%
Medium Support (Medium Sized Company)	50%	25%	13%	40%
High Support (Large Company)	75%	45%	34%	50%
Ultra High Support (Mega or Niche)	90%	70%	63%	60%

Graph of EQUIVALENT (Awareness x Distribution) Combinations



NAICS Industry Codes For This Invention
54171 - Research and Development in the Physical, Engineering, and Life Sciences
33911 - Medical Equipment and Supplies Manufacturing

Patent Numbers that apply to this Product/ Service
12/228,495

Inventor(s) PEDIGREE	
Years EXPERIENCE in related industry	20
GRANTED Patents	10
Licensing Deals SIGNED	5
Innovations that have SHIPPED	3

For USA Patents: Utility Patent = 7 digit number, Design Patent starts with D, Planet Patent starts with PP. Provisional Application "61/ xxx,xxx", Non provisional application "12/ xxx,xxx", Design patent application "29/ xxx,xxx"

CAUTION: This Merwyn Business Simulation Research Report includes no warranty or guarantee. Results and opinions should be considered rough and directional in nature. This is because the report is based upon inventor-supplied data and simplified modeling methods. If you are looking to invest, distribute, purchase or become involved with this innovation, in any way, we strongly urge you to validate the inventor data and sales forecasts BEFORE committing yourself or your resources. Merwyn Research, Inc. shall not be responsible for any liability or damages arising out of the failure to perform such investigation and validation. Changes in the concept description, product, pricing, or input assumptions will almost certainly change results.



Additional Forecasts for Other Countries

Annual Sales - Probability Forecast - for Canada 			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	\$0	\$540	\$6,000
Low Support	\$6,900	\$25,000	\$67,000
Medium Support	\$61,000	\$190,000	\$430,000
High Support	\$160,000	\$500,000	\$1.1 M
Ultra High	\$300,000	\$950,000	\$2.1 M

Assumptions: exchange rate of \$1.00 US = \$1.01083 CAN; population of 33,390,141

Annual Sales - Probability Forecast - for United Kingdom 			
Sales & Marketing Support Level	Conservative 80% odds of selling	Most Likely 50% odds of selling	Aggressive 20% odds of selling
Ultra Low	£0	£490	£5,500
Low Support	£6,300	£23,000	£61,000
Medium Support	£55,000	£170,000	£390,000
High Support	£150,000	£450,000	£1.0 M
Ultra High	£280,000	£860,000	£1.9 M

Assumptions: exchange rate of \$1.00 US = £0.50458 UK; population of 60,776,238

Listing #: USA.75.032709.010

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Date Posted: 2009-04-13

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