World's First Personal Breast Health Scanner Helps Detect Potential Masses During In-Home Breast Self-Exams

The Associated Press

CARLSBAD, Calif.--(BUSINESS WIRE)--Jan 31, 2013--Eclipse Breast Health Technologies Inc., a health products design and development company, today announced the Eclipse breast health scanner, the world’s first personal handheld device that creates digital images women can monitor to help identify potential cancerous masses as they perform routine breast self-exams.

“Early detection is the key to successful breast cancer treatment,” said Ken Wright, founder and CEO of Eclipse Breast Health Technologies.“The Eclipse is a simple but powerful tool to enhance routine self-exams with a visual record of changes in breast health.” The Eclipse uses TransPhotonic™ technology, a cross-physics combination of sensors and low level photons (light) that closely mimic the human touch.The device captures full color images of deep tissue and highlights potential masses within the images.The Eclipse does not involve radiation or invasive procedures, and is as safe to use as a blood pressure monitor.

“The Eclipse is three- to five-times more sensitive than human touch to enable earlier detection of possible problems,” Wright said.“The goal of Eclipse is to monitor changes from month-to-month, and be a prompting tool for women to seek comprehensive testing if something suspicious is detected.” The patent-pending scanner is smaller than a computer mouse.The device connects to personal computers, iPads, iPhones or Android-based mobile devices to transfer and save images to the Eclipse software.

AVAILABILITY AND PRICING Wright said the device is expected to ship in June 2013 with limited distribution of 3,000 units through the “Pink Pioneers” pilot program.Participation in the pilot program is available immediately and starts at $250.

“We believe it’s critical that early users of Eclipse are deeply involved in our ongoing development plans,” Wright said.“Breast health is a highly personal and emotional matter, so we want open and honest feedback on how to improve future Eclipse products through our pilot program.” More information about Eclipse, the Pink Pioneer pilot program, and the patent-pending technology used in the device is available atEclipseBreastHealth.com.

CONTACT: Eclipse Breast Health Technologies Inc.

Bill Hornung 760-908-6931 bhornung@norstargroup.com KEYWORD: UNITED STATES NORTH AMERICA CALIFORNIA INDUSTRY KEYWORD: SENIORS WOMEN

HEALTH MEDICAL DEVICES ONCOLOGY CONSUMER GENERAL HEALTH SOURCE: Eclipse Breast Health Technologies Inc. Copyright Business Wire 2013 PUB: 01/31/2013 09:00 AM/DISC: 01/31/2013 09:00 AM http://www.businesswire.com/news/home/20130131005012/

Source URL (retrieved on *03/31/2015 - 9:58pm*):
http://www.mdtmag.com/news/2013/01/worlds-first-personal-breast-health-scanner-helps-detect%C2%A0potential-masses-during-home-breast-self-exams?qt-recent_content=0&qt-video_of_the_day=0