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FOR IMMEDIATE RELEASE
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A Great Car Show Supports Research that helps all of us!

None of us know when our lives are on the line as we drive our cars. None of us can predict when retinal or other eye problems will deny us the right to drive, or even read or recognize faces. But each of these closely-related matters is being addressed by the Detroit Institute of Ophthalmology with two research initiatives, ***The Eye and The Auto*** and ***The Eye and The Chip***.

The relationship between driving and vision is tremendously complex. Recognizing this complexity, the Institute will again host a World Research Congress, ***The Eye and The Auto***, on September 16-18, 2009.

Researchers from corporations, laboratories, governmental agencies and academic departments interested in solving the problem of the **over one million annual deaths** on the highway (most of which are somehow related to visual factors) will meet at the General Motors Research and Development Auditorium for three days to wrestle with the problems remaining in our understanding of these visual challenges. The Keynote addresses for the Congress will be given by Larry Burns, PhD, Vice President Research & Development and Planning at General Motors, and by Michael Merzenich PhD, Co-Founder and Chief Scientific Officer of Posit Corporation of San Francisco.

Better lighting technology, electronic systems which correct for lane departure dangers, adaptive cruise control systems, and literally dozens of other advances will be evaluated as to their potential to save lives.

- Can they compensate for visual challenges for those with perfect vision as well as those with visual concerns?
- What does the data show?
- Can the data from Germany, showing a reduction in nighttime driving fatalities with LED lighting systems, be corroborated?
- Can GPS devices be employed advantageously to save lives?
- Is "drive-by-wire" practical for our future?
- Not just what do the inventors and corporations claim – but what does the data show?
- There is no question that seatbelts save lives. Do other developments?
- How can we compensate for visual challenges to make the operation of a motorized vehicle safer for each of us?

These, and dozens of other presentations, are open to the public, the press, and the research community.

In alternating years, the Detroit Institute of Ophthalmology mounts the most important congress in the world on the wedding between neuro-biology and nano-electronics which will eventually result in devices to be implanted in the eyes or brains of persons now blind. Some day, such devices will afford a level of useful vision to those who are blind or profoundly impaired visually. This congress, ***The Eye and The Chip***, was held in association with ***EyesOn Design 2008***. Just a few days ago, the United States FDA completed a draft of its planned document putting forth the criteria by which it will clear and approve these devices for implantation in humans. So, the work of the Institute on Artificial Vision is paying off! ***The Eye and The Chip*** Congress has gone a long way to establish collegial relations among the over 50 worldwide initiatives at work on solving the disaster of loss of vision.

So, on Father's Day, take your dad to something you, he, and the whole family will truly enjoy. A great car show! Knowing that by so doing, you will be making driving safer for all of us – and ultimately, affording vision to many now blind!

The Detroit Institute of Ophthalmology (DIO), a 501(c)(3) not-for-profit organization, each Father's Day (6/21/09) mounts the highly acclaimed car show, ***EyesOn Design***, at the Edsel & Eleanor Ford House in

Grosse Pointe. All proceeds benefit the DIO's programs in ophthalmic research, support for the visually impaired, and public and professional education.

EyesOn Design 2009

Edsel & Eleanor Ford House

June 21, 2009

10:00 am – 4:00 pm

\$ 20.00 Car Show General Admission

Private Eyes Brunch

Edsel & Eleanor Ford House

11:00 am – 2:00 pm

\$100.00 ***Private Eyes*** Brunch; **\$ 50.00** children 12 and under

www.eyeson.org

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Tickets Online: www.Acteva.com/go/eyeson

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