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FOR IMMEDIATE RELEASE

**Two Detroit Institute of Ophthalmology (DIO)-sponsored Congresses Will Improve Vision**

- Eye and the Auto World Congress and Eye and the Chip World Congress address the relationship between vision and safe operation of a motorized vehicle
- Eye and the Chip World Congress focuses on a visual neuro-prosthetic device that is expected to be implanted into the eye or brain of blind individuals to provide some level of vision

**Grosse Pointe Park, Mich., May 4, 2009** – The 22nd annual EyesOn Design takes place Father's Day Weekend, June 19-21, 2009 and is a must-attend for those who love great car design. Hosted by EyesOn Design, events include the Eve of Eyes Designers' Night, the Vision Honored creative black-tie affair, the EyesOn Design Automotive Design Exhibition and the Private Eyes Brunch.

One of the major uses of the money raised by the EyesOn Design events is the sponsorship of the Detroit Institute of Ophthalmology's (DIO's) internationally renowned research initiatives, the Eye and The Auto World Congress and the Eye and the Chip World Congress.

**The Eye and the Auto World Congress**

The relationship between driving and vision is tremendously complex. Recognizing this complexity, the DIO will host the Eye and the Auto World Congress Sept. 16-18, 2009 at the Research Administration Building of the General Motors Technical Center in Warren, Mich. This congress addresses the relationship between vision and the safe operation of a motorized vehicle.

Of the more than 1 million deaths that happen on the highway each year, most are somehow related to visual factors. Researchers from corporations, laboratories, governmental agencies and academic departments will meet for three days to discuss the barriers remaining in understanding what these visual challenges are.

Keynote speakers will be Larry Burns, PhD, Vice President Research & Development and Planning at General Motors, and Michael Merzenich PhD, Co-Founder and Chief Scientific Officer of Posit Science Corporation in San Francisco.

Dozens of presentations and discussions, including increased lighting technology, electronic systems to correct lane departure dangers, adaptive cruise control systems and more, will take place over three days. This event is open to researchers, the general public and media.

**The Eye and the Chip World Congress**

Not one of us can predict when retinal or other eye problems may deny us the right to drive, read or even to recognize faces. But each of these matters is being addressed by the DIO-sponsored Eye and The Chip World Congress, which brings together neuro-biology and nano-electronics to address this problem.

This congress focuses on a visual neuro-prosthetic device that is one day expected to be implanted into the eye or the brain of blind individuals with the goal of affording these individuals some level of useful vision. There are now at least 50 major programs in 19 countries actively working to develop a miniature electronic device that may recover a level of useful vision to blind individuals when placed in the eye or brain.

In the future, a device that provides sight for the blind may be analogous to the cochlear implant providing sound to the deaf. Just a few days ago, the U.S. Food and Drug Administration completed a draft of a document that outlines the criteria to approve devices for implantation in humans. Therefore, the vision of the Institute on Artificial Vision is starting to gain traction.

A successful EyesOn Design weekend helps to make each of these efforts possible. For more information about each of these world congresses, please call (313) 824-4710 or visit <http://www.eyeson.org/teatc.html>.

All proceeds from EyesOn Design events benefit the DIO, a 501(c)(3) not-for-profit organization, which offers programs in ophthalmic research, support for the visually impaired and blind, as well as public and professional education.

Event tickets for the Eve of Eyes Designers' Night, Vision Honored creative black-tie affair, the EyesOn Design Automotive Design Exhibition and the Private Eyes Brunch are available online at [www.Acteva.com/go/eyeson](http://www.Acteva.com/go/eyeson). For more information on EyesOn Design events, please call (313) 824-4710 or visit <http://www.eyesondetroitdesign.com> and <http://www.eyesondesigncarshow.com>.

For sponsorship information, please contact Judi Dara from the DIO at (313) 824-4710 [jdara@eyeson.org](mailto:jdara@eyeson.org) or Mike Powers from EyesOn Design at (248) 760-6598 [mpowers@eyeson.org](mailto:mpowers@eyeson.org).

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