

WBTshowcase

Profile: ZetrOZ Inc.

December 7, 2009 – Ultrasound technology has been used to treat chronic pain for decades, drawing patients seeking pain relief from tennis elbow to cancer to hospitals and physical therapy clinics. Now a new technology owned by Ithaca-based ZetrOZ™ Inc. could eliminate the trip.

According to CEO Bryant Guffey, ZetrOZ's TheraSonX™ technology reduces the entire ultrasound technology to an iPod Nano-sized wearable device, bringing ultrasound pain therapy "to the masses."

"TheraSonX™ is a pain therapy device designed for active individuals and athletes seeking a non-pharmaceutical solution for pain," said Mr. Guffey. "You can wear the device during your workout or while you sleep at night."

According to Mr. Guffey, the TherSonX™ technology will be a two-part system comprised of a disposable adhesive patch, similar to a band-aid, and a reusable, rechargeable battery pack and ultrasound driver.

ZetrOZ's technology has been selected as an "Early Pick" Technology Presenter for the 2010 WBTshowcase, the prestigious global investment and licensing forum held March 16-17, 2010, in Arlington-DFW, Texas.

"We have a working prototype, with efficacy based on previous ultrasound research," said Mr. Guffey. "Now we need clinical tests of our product to connect the two."

WBTshowcase

The WBTshowcase is the world's premier event exposing undiscovered, revolutionary energy, life science, IT and physical science technologies emerging from top universities, labs and research institutions. Each WBT is a year long collaborative effort resulting in deals vetted and mentored by investors and licensees for investors and licensees.

www.wbtshowcase.com

Snapshot: ZetrOZ™, Inc.

ZetrOZ™ Inc.'s TheraSonX™ technology is made possible by innovative ultrasound driver technology developed at Cornell University by inventor and ZetrOZ founder George Lewis.

The Technology

TheraSonX™ is a totally portable ultrasound pain therapy system. The entire unit, including battery, is approximately the size of an iPod Nano and conforms to the body surface where attached. When engaged, the product transmits low power ultrasound waves deep into the tissue, providing continuous treatment to the target area for up to 5 hours.

The Opportunity

The treatment of chronic pain is one of the largest markets in the world. The American Chronic Pain Association confirmed that over 86 million people in the U.S. suffer from some form of chronic pain.

The Goal

ZetrOZ seeks seed-stage investment.

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