

Caliber adds 2 distributors for Brazil, Aus /NZ markets

September 18, 2013 | News | By BioSpectrum Bureau



Singapore: Caliber Imaging & Diagnostics, formerly known as Lucid, added two new distributors for its platform of VivaScope confocal microscopes. While Emdutos Industria e Comercio will distribute VivaScope devices in Brazil, Equipmed will distribute them in Australia and New Zealand.

VivaScope, which has been cleared by the US FDA, Agencia Nacional de Vigilancia Sanitaria (ANVISA) in Brazil and Therapeutic Goods Administration (TGA) in Australia, is a cellular imaging device that provides patients the option of a painless, noninvasive optical skin biopsy in lieu of expensive and painful traditional skin biopsy.

Mr Michael Hone, CEO, Caliber ID, said that, "As Caliber ID seeks to strengthen awareness of VivaScope technology worldwide, it is vital that we continue to expand into new markets. We are therefore delighted to partner with Emdutos and Equipmed. Both Brazil and Australia/New Zealand are potentially major markets for our company as the incidences of malignant skin cancers in these countries are among the highest in the world. We look forward to working with both companies as they introduce physicians to the power and versatility of the VivaScope line of products."

Mr Luiz Lamardo Jr, CEO, Emdutos, said that, "Brazil represents a high-potential opportunity for VivaScope®. The country has more than 6,000 dermatologists, with practitioners and medical facilities investing in new technologies. We are excited about adding VivaScope to our line of products and we are confident we will develop a collaborative and integrated partnership in the long term. We are proud to work with Caliber ID in the upcoming years."

Mr Stene Marshall, CEO, Equipmed, said that, "Equipmed is focused on a vision of dermatology into the future. We see that VivaScope devices will provide physicians with valuable information when it comes to examining the skin to aid with more accurate diagnosis of skin cancer, including melanoma. Ultimately this will benefit patients in Australia and New Zealand. We are excited to be adding Caliber's products to our portfolio."