





INNOVATION Start-Up Scene

OPTICAL OPPORTUNITY: Members of the student-led company Ovitz—Pedro Vallejo-Ramirez '16, Joung Yoon (Felix) Kim '14, Samuel Steven '13, graduate student Aizhong Zhang, Len Zheleznyak '05, '06 (MS), and Nicolas Brown '16 (left to right)—strike a pose with a portable eye-diagnosis instrument that they developed and are working to commercialize. Developed with the Institute of Optics and the Flaum Eye Institute, the “EyeProfilr” is designed to be smaller, cheaper, and more accurate than existing devices and especially suited for use with children. The group won a \$10,000 award in November at a competition sponsored by High Tech Rochester, a nonprofit organization that promotes entrepreneurship in Rochester and western New York. For more about the company: www.o-vitz.com. PHOTOGRAPH BY ADAM FENSTER