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NeuraSim & QWR revolutionise Amblyopia with Indiaâ??s first AI-powered immersive VR therapy

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Amblyopia, or lazy eye, is a rare eye condition which is estimated to jump 175.2 million by 2030 worldwide



Bengaluru-based heath-tech startup NeuraSim Health, in collaboration with QWR - Fabless OEM XR Hardware manufacturer, is transforming the future of eye care with BeeVee, India’s first artificial intelligence (AI)-powered VR wearable for amblyopia treatment.

Recently featured on Shark Tank India, this revolutionary digital therapeutic is clinically proven to deliver mild to severe recovery in just 1-3 months, offering a groundbreaking, non-invasive alternative to traditional vision therapy. After extensive market testing, BeeVee is now officially launching home therapy in the Indian market to make it accessible.

Amblyopia, or lazy eye, is a rare eye condition which is estimated to jump 175.2 million by 2030 worldwide, making it the most common cause of childhood vision impairment. Traditional treatments like eye patching are slow, uncomfortable, and often ineffective due to poor compliance.

BeeVee transforms this approach with AI-driven VR therapy, using adaptive exercises to retrain the brain and improve vision faster, more effectively, and with greater engagement. Recognising the need for greater accessibility and comfort for patients, the brand will also offer at-home therapy sessions across India.

Looking ahead, NeuraSim and QWR are pushing the boundaries of medical XR, developing breakthrough solutions that extend far beyond amblyopia treatment. Their pipeline includes Neurametry, an AI-driven eye-tracking system for early detection of glaucoma and neuro-diseases; NeuraSport XR, a cutting-edge performance-enhancing tool for elite athletes that combines eye-tracking with cognitive training; and NeuroXR, an advanced EEG and XR-based platform for neurodegenerative screening and therapy, enabling early diagnosis and better patient outcomes.