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EyeNetra raises $4 million for a smartphone vision test

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Massachusetts-based eye diagnostic tool maker, EyeNetra has raised $4 million from a single investor, according to a report. EyeNetra has developed a device called NetraG that can be applied to mobile phones to create a smartphone vision test. The device can generate the recommended power for each person's eyeglasses and contact lenses. It is designed to test for near-sightedness, far-sightedness, and astigmatism. The company'sÂ website claims that its technology is as accurate as autorefractors, and less expensive. It aims to sellÂ the device at a low price point.

The company is also developing a data analytics component to identify patterns and trends to develop specific recommendations for each patient.

The company was started in 2010 in the MIT Media Lab by Mr Ramesh Raskar, chief scientific officer and director of the Camera Culture Group at the MIT Media Lab and Mr Vitor Pamplona, chief technology officer, and COO and co-founder Mr David Schafran.

Although it is not intended as a replacement for an eye exam, the company sees its biggest value in providing easy access to eye exams in developing countries. Undiagnosed refractive errors in the eye are among the leading causes of blindness. By the early detection of these problems, the device could improve outcomes for easily treatable conditions.

The company expects consumers to use the product under the recommendation of their eye doctor and emphasises that it is not a substitute for a full eye exam. EyeNetra's clinical validation partners are India-based LV Prasad Eye Institute, Boston-based New England College of Optometry, and India-based Lotus Eye Hospital and Institute.

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The company's website confirms that the device has been tested in India. Mr Schafran imnformed that the company is in the midst of clinical trials in Boston and outside the country.

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