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FOR IMMEDIATE RELEASE

### **Exo Lab's Focus Microscope Camera Opens the Unseen World to Exploration**

Exo Lab's new Focus Microscope Camera seamlessly links virtually any microscope to an iPad®. Insert the Focus into a microscope, plug it into an iPad, and it just works. The free Focus App then delivers a broad range of features that make the device a powerful tool for discovery and engagement – snap pictures, annotate, measure point-to-point with your fingertips, pinch and zoom, share via email, wirelessly connect to a TV or projector, and more.

As more and more classrooms see the power of the iPad to enhance the learning experience, they are also looking for tools to extend that functionality. One specific area receiving a great deal of attention and effort is Science, Technology, Engineering, and Math (STEM). Microscopes are important STEM teaching tools, embracing not only the life sciences, but chemistry, physics, geology, earth sciences, forensics, or just plain exploring. The Focus sits at the intersection of these trends, offering a great solution for teachers looking for new and exciting ways to engage and inspire students. It breathes new life into existing compound and stereo microscopes. With images so visible on the iPad, teachers no longer have to worry whether a student is looking at a cell nucleus or an air bubble.

“We’ve received tremendous positive response to the Focus Microscope Camera,” says CEO Michael Baum. “Teachers love the way the Focus is quick and easy set up and use – you plug it in and it just works. Students are instantly engaged with the images. We have also received great response from higher-ed users, where there is a strong drive to get back to hands-on lab work.”



Exo Labs listened to teachers, students, and other key stakeholders to ensure that features and functionality align with classroom needs. “We want to make a real impact. I would love to have a hand inspiring the next generation of scientists,” says co-founder and VP of Engineering Jeff Stewart. Exo Labs also sees strong potential for use of the Focus Microscope Camera in life science labs and in manufacturing facilities where the ability to quickly and easily capture photos or video from any microscope or macro stand and readily share data is critical to daily workflow.

The Focus will debut at the National Science Teachers Association (April 11-14, San Antonio, TX, [www.NSTA.org](http://www.NSTA.org)).

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#### About Exo Labs:

Accomplished engineers Michael Baum and Jeff Stewart started Exo Labs with the goal to improve science education. This new Seattle, WA company has already gained acclaim, winning 1st Place at the 2012 Northwest Entrepreneur Network First Look Forum, the Cascadia Pitch Summit, and the Seattle Angel Conference. Exo Labs wants to ignite curiosity and help teachers inspire the next generation of scientists.

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For more information about the Focus Microscope Camera or Exo Labs please contact George Cawman at (512) 423-8432, or email George at: [gcauman@exolabs.com](mailto:gcauman@exolabs.com).

Figure 1:

Figure 2:





Figure 1: The new Focus Microscope Camera from Exo Labs links any microscope to an iPad, opening up images for exploration.

Figure 2: The new Focus App delivers powerful features like point-to-point measurement and on-screen annotation. The Focus App can be downloaded for free at the App Store. (Pictured: Drosophila head with annotations and measurements)