

Press Release – May 15th 2015

## **InSimo takes part in the Startup Assembly**

Let's celebrate the weekend in medical simulation!

On May 28th, from 6:30pm to 8pm

*From May 28th to 30th, 2015, Startup Assembly, the festival of startups, opens the doors of more than 1,000 startups to the public. On this occasion InSimo organizes a friendly event to discover the world of medical simulation.*



### **Startup Assembly – What is it?**

As part of the 4th edition of startups festival, over 1,000 entrepreneurs organize meetings and open their doors to the public over three days, from May 28th to 30th, 2015. Supported by the mission FrenchTech, this event is organized in partnership with Google for entrepreneurs, MAIF, AFIC, Lengow and BlaBlaCar. It is an opportunity to popularize, demystify and promote the spirit of entrepreneurship and innovation by allowing the public to discover the world of startups and meet their teams for a few hours directly in their premises. The purpose of this workshop is to bring regional and national visibility to all participating startups.

### **Startup Assembly at InSimo**

InSimo opens its doors and welcomes all the curious about fields such as medical simulation, surgery or software. The team will meet the public on May 28th, 2015 from 6:30pm to 8pm in a friendly atmosphere over a drink.

**InSimo SAS**

#### Program:

- Presentation of the company: Creation and ambitions.
- Visit: Discovery of a concentrate of expertise.
- Demonstrations: realization of a virtual surgery for the first time.
- Friendly exchange with the team.

The event is completely free. Nevertheless, the number of places is limited and registration is mandatory on the Startup Assembly website. ([http://www.startupassembly.co/event/insimo/celebrons-la-fin-de-semaine-en-simulation#.VVG\\_Y5MvuJw](http://www.startupassembly.co/event/insimo/celebrons-la-fin-de-semaine-en-simulation#.VVG_Y5MvuJw))

For more information, here are the links of Startup Assembly and InSimo official websites:

<http://www.startupassembly.co/>

<http://www.insimo.com/>

#### About InSimo

InSimo is a startup founded in January 2013 and located in Strasbourg Civil Hospital near IRCAD (Research Institute Against Cancers of the Digestive System). It is specialized in design and development of software for medical simulation.

As a spinoff from Inria, the company was founded within the dynamic of the Strasbourg Institute of Image Guided Surgery (IHU). InSimo, which has now 12 employees, benefits from a rich local medical expertise that fosters the realism and relevance of its simulation. Over the year 2015, the company continues its strong growth and expects more hires to reinforce its R&D workforce.

InSimo develops a multispecialty software engine for medical simulation. This innovation is the core of surgical simulators, which allows surgeons to gather experience in a virtual environment, following the model of airplane pilots training. The repetition of gestures, facing complications, rare pathological cases... The experience gained is immense and without risks for the patient.

The first challenge faced by InSimo: Ensure the success of a highly challenged ambition supported by the HelpMeSee organization. This American association wants to eradicate blindness due to cataract by 2030, which represents around 20 million people in developing countries. For this project, InSimo sets up an innovative simulation software for an eye surgery operation called MSICS (Manual Small Incision of Cataract Surgery). The startup works hand in hand with the American company Moog for the development of the hardware and the Swedish company SenseGraphics for visual realistic rendering. This common work will result in the delivery of a high fidelity simulator that will allow the education of 30,000 surgeons to MSICS, in order to cure patients affected by cataract.

The hyperrealism and interactivity of its technology are strengths which enable InSimo to design medical simulators of tomorrow.

To find InSimo:

Internet: <http://www.insimo.com/>

Twitter: <https://twitter.com/insimo>

LinkedIn: <https://www.linkedin.com/company/insimo>

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