



November 17, 2020

Binovi Appoints Dr. Susan Barry to the Binovi Scientific Advisory Board

[Toronto, New York] Binovi Technologies Corp., (Binovi) (TSX-V:VISN | OTCQB:BNVIF) is proud to announce the appointment of Dr. Susan Barry to the Binovi Scientific Advisory Board. Dr. Barry joins the other members of the board in directing the company's advancements.

"Dr. Barry's experiences as a patient of vision therapy have informed her extensive career and we hope to gain from her perspective on both sides of the vision care coin. Her work in the neurological examination of vision will prove incredibly valuable in our pursuit of further testing and treatment options for students and patients young and old," commented Adam Cegielski, President and CEO.

"It is a distinct privilege to have Dr. Barry join our Scientific Advisory Board," said Dr. Leonard Press, Chief Scientific Officer. "Her unique blend of insights and communication skills that crosses many lines between educators, eyecare professionals, researchers and the public is a tremendous asset to Binovi."

"Children struggling in school, adults recovering from a stroke, and athletes seeking to improve their game may all benefit from vision therapy. Its effects are often life-changing. I am looking forward to working with the Binovi team to develop new training techniques, explore the science behind vision therapy, and make vision therapy more accessible worldwide," commented Dr. Susan R Barry, Ph.D.

About Dr. Susan Barry

Susan R. Barry, Ph.D. is an educator, scientist, and author who has spoken worldwide on the topics of neuroplasticity and binocular vision. She earned her B.A. in biology from Wesleyan University in 1976 and Ph.D. in biology from Princeton University in 1981. She has worked as a research neuroscientist at the University of Miami Medical School, the University of Michigan, the Marine Biological Laboratory, and NASA's Johnson Space Center and published papers on synaptic transmission and eye-head-hand coordination. In 1992, she joined the faculty of Mount Holyoke College where she rose to the rank of full professor, retiring from the college in 2016. *The Princeton Review* lists Barry among the 300 outstanding college teachers in the U.S., her paper on the work of Frederick W. Brock was selected as the best published paper in the *Journal of Behavioral Optometry* in 2011, and in 2013 she received the Meribeth E. Cameron Faculty Award for Scholarship from Mount Holyoke College.

For years, Barry taught her neurobiology students the conventional scientific wisdom that stereovision could develop only during a critical period in early childhood. She even used her own vision history to support this dogma since she had been cross-eyed since early infancy and was stereoblind. However, at age forty-eight, she consulted a developmental optometrist who prescribed a program of optometric vision therapy. To her utter astonishment, her vision improved dramatically, and she experienced her first 3D views. Dubbed "Stereo Sue" by Oliver Sacks in a 2006 *New Yorker* article by that name, Dr. Barry has gone on to write her own book *Fixing My Gaze: A Scientist's Journey into Seeing in Three Dimensions* (Basic Books, 2009) which was rated the fourth best science book for 2009 by the editors of Amazon.com, selected as one of the best sci-tech books of 2009 by the Library Journal, and has been translated into seven languages. Barry's second book, *Coming to Our Senses: A Boy Who Learned to See, A Girl Who Learned to Hear, and How We All Discover the World*, will be published by Basic Books in the summer of 2021.



For additional information on the Company, please visit <https://www.binovi.com/investor-reports>

About Binovi Technologies Corp.

Binovi is a best-in-class neuro-visual platform designed to test, analyze, track, and report on individual vision and cognitive performance. Binovi combines hardware, software, specialized expert knowledge, and unique data insights to deliver customized, one-on-one training and learning protocols ideal for K-12 Students, Sports Performance testing and training, and other areas of specialized care. Designed for vision optimization and the enhancement of skills related to cognitive performance, Binovi provides measurable results in less time, and with less effort. Binovi is currently used in over 1,500 locations across 20 countries.

Terry Booth

Executive Chairman

Adam Cegielski

Founder | CEO

Investor Relations

Email: invest@binovi.com

Toll-free: 1 (844) 866-6162

<https://www.binovi.com/investor-reports/>

Forward looking information:

Certain statements contained in this news release constitute "forward-looking information" as such term is used in applicable Canadian securities laws. Forward-looking information is based on plans, expectations and estimates of management at the date the information is provided and is subject to certain factors and assumptions, including, that the Company's financial condition and development plans do not change as a result of unforeseen events and that the Company obtains regulatory approval. Forward-looking information is subject to a variety of risks and uncertainties and other factors that could cause plans, estimates and actual results to vary materially from those projected in such forward-looking information. Factors that could cause the forward-looking information in this news release to change or to be inaccurate include, but are not limited to, the risk that any of the assumptions referred to prove not to be valid or reliable, that occurrences such as those referred to above are realized and result in delays, or cessation in planned work, that the Company's financial condition and development plans change, and delays in regulatory approval, as well as the other risks and uncertainties applicable to the Company as set forth in the Company's continuous disclosure filings filed under the Company's profile at www.sedar.com. The Company undertakes no obligation to update these forward-looking statements, other than as required by applicable law.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.