

## [Emergence client ViTRAK Systems “grows customer base, targets US market”](#)

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In an article published on November 01, 2016, [Entrevestor.com](#) reports that [Emergence](#) client, [ViTRAK Systems](#), not only has a growing list of paying customers, but is focussing on the US market for growth.

“Crystal Trevors,” [Entrevestor.com](#) writes, “[has her set on expanding into the rehabilitation market, especially in the U.S., and a new round of funding](#)“.

“Trevors is the CEO of ViTRAK, a Charlottetown startup commercializing a pressure-sensitive floor tile systems.



[eyes](#)

The company has developed Stepscan, a patented electronic floor tile system that can be used to analyze people’s gait when they walk across it. The system can analyze the mobility and balance in patients or research subjects by measuring such factors as under-foot pressure distribution, stride, sway, and speed. The target market is researchers, clinicians, even physiotherapists.



ViTRAK raised [about \\$2 million in funding in a 2014 round](#) led by the [Regis Duffy Bioscience Fund](#), and now the company is actively raising a Series A round, though Trevors revealed few details about the round.

What she did say is that Stepscan is now being used by about six clients, largely researchers, including one sale to a hospital in Melbourne, Australia.

“We’re commercial now – we launched in September 2015,” said Trevors in an interview in her Charlottetown office. “And our pipeline’s great. We’ve got a value of about \$10 million in our pipeline.”

The company, which employs 10 people, has been quiet since it landed the funding but it has found demand for its tile systems with researchers since the launch a year ago. The bigger market is the clinical or rehabilitation market, in which the pressurized tiles are used to assess the condition of such people as those suffering from Parkinson’s disease.

ViTRAK now has approval by Health Canada and the Food and Drug Administration in the U.S. for clinical use, and Trevors plans to apply for approval in Europe soon. The Australian hospital will use the product for R&D while the company goes through the regulatory process in that country.

Trevors said the company’s existing clients include three Veterans Affairs facilities in Canada, which are using the systems for research and rehab. ViTRAK hopes to enter the VA market in a big way in the U.S.”

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