

3D/4D ultrasounds offer peek as infants develop in the womb

Nonclinical, high-tech sessions can be broadcast on Internet

By ALISON BOUR
For Insight

If a picture is worth a thousand words, a video must be worth about a million, and — to a soldier serving in Iraq — the chance to view his baby developing in the womb is a priceless opportunity.

Bright Beginnings, a company in Springboro, offers a high-tech way to view ultrasound images in three and four dimensions. While an ultrasound conducted at a doctor's office is designed for diagnostic and measurement purposes, the sessions offered by this company are for a completely different purpose.

"We say, 'You're here to have fun,'" said James Lowe, who owns Bright Beginnings with his daughter, Barbara Dolph.

Through a system called Sonostream, the ultrasound session can be broadcast via the Internet to family and friends wherever they are in the world, said Lowe. Bright Beginnings has helped soldiers share in these experiences and now offers a price break to military personnel.

A typical session, which is set to music, can last up to 30 minutes. The images are transferred from computerized sound waves and customers can take home both CDs of black and white or color photos as well as DVD recordings of the session.

Because the technology



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Images of a growing baby in utero, with clearly defined features, are now possible through high-tech ultrasounds. Contributed photos

At a glance

- ▶ Many people are now electing to have an ultrasound just for fun. New technologies offer

used at Bright Beginnings is so sophisticated, the images are quite unique when compared to a typical ultrasound. "You can see well-defined features," says Lowe. "The best

clear, 4D color images that families can reserve as keepsakes.

- ▶ Bright Beginnings offers elective ultrasound technology and a chance

time to do it is from 25 to 32 weeks."

Bright Beginnings cannot replace a physician-required ultrasound; it is designed to offer a non-clinical atmo-

sphere where parents, siblings, other family members and friends can delight in seeing a baby before he or she is born.

- ▶ brightbeginnings4d.com; (937)885-1715

Lowé says good images

can be obtained after about 22 weeks of pregnancy. Some customers chose to have more than one of these elective ultrasounds so they have pictures from both their second and third trimesters.

Packages range from \$99 to \$275, says Lowe. A premier package includes two visits. Parents are usually interested in confirming the sex of the baby; that is most often possible, but not guaranteed. Meanwhile, siblings love to revel in

the fact that a new brother or sister looks like them.

Some customers drive from as far away as two hours to Bright Beginnings. Lowe says, one military family member was visiting the area from a New York base and was able to send the results of her ultrasound to family members in both Afghanistan and Japan.

Bright Beginnings is affiliated with United Imaging Partners, based in Texas.