

## CONTACT INFORMATION

Carrot (formerly Virtual Field)

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# Carrot

## FOR IMMEDIATE RELEASE

# Carrot Surpasses 5 Million Tests, Setting a New Record for Visual Testing in the U.S. and Canada

*Milestone highlights the company's scale, clinical reliability, and continued leadership in visual testing and diagnostics*

**Brooklyn, NY – April 8, 2026** – Carrot, North America's leading visual diagnostic platform, today announced that more than 5 million tests have been completed using its visual testing platform across more than 2,400 eye care clinics in the United States and Canada. This sets a new record for virtual visual testing and highlights the growing demand for clinically validated, workflow-optimized, automated visual diagnostics.

The milestone reflects how vision testing is evolving in modern eye care, as practices move beyond legacy, dark-room equipment toward more flexible solutions that enable better workflows, improved patient experience, and reliable clinical accuracy. It reinforces Carrot's position as a leader in this category and as the visual diagnostic platform for modern eye care clinics.

"Five million tests isn't just a milestone," said Jeremy Barlow, CEO of Carrot. "It's proof that the industry shift from expensive and inefficient tabletop perimeters to portable, automated visual testing has reached a critical stage of mass adoption. Practices are running more exams, with less staff burden, and delivering a better experience for patients, all with a platform and partner, built to scale."

Since introducing the first virtual reality-based visual field testing solution in 2018, Carrot has expanded its platform from a limited set of exams to a comprehensive diagnostic solution. Today, the platform supports 15 exam types, including visual fields, color vision, pupillometry, and extraocular motility (EOM), alongside a robust analytics dashboard, efficiency reporting, and workflow automation tools designed to support modern clinical operations.

As eye care clinics face growing pressure to increase throughput, improve patient experience, and operate more efficiently, demand for automated, intuitive diagnostics continues to accelerate. Carrot's growth reflects a broader shift away from room-bound, legacy testing



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toward modern, scalable solutions. This evolution reflects Carrot’s broader vision to move beyond single-purpose diagnostic devices and deliver a complete, integrated platform for visual testing and diagnostics.

“In clinic, after comparing head-to-head visual fields, the sampled visual field results appear functionally indistinguishable from legacy tabletop perimetry,” said Dr. Andy Morgenstern, OD, FAAO, FNAP, an advisor to Carrot. “With Carrot, I’m getting the same level of clinical confidence, but with a much more convenient experience for both patients and staff.”

Following its recent rebrand from Virtual Field to Carrot, the company continues to invest in expanding its platform capabilities, including automation, analytics, interoperability, and new exam development, helping practices modernize diagnostic workflows while delivering high-quality patient care.

### **About Carrot**

Carrot (formerly Virtual Field) is a complete end-to-end visual diagnostic platform designed to modernize how eye care providers perform and manage diagnostic testing. Built for optometrists and ophthalmologists, Carrot delivers clinically validated visual field and functional vision exams through a portable, software-driven platform that improves efficiency, accessibility, and patient experience.

Today, more than 2,400 eye care providers use Carrot to deliver diagnostic testing, with over 5 million exams performed on the platform worldwide.

To learn more about Carrot and its visual diagnostics platform, visit [Carrot.io](https://Carrot.io).

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