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Imaging Biometrics, LLC

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IMAGING BIOMETRICS, UNIVERSITY OF PENNSYLVANIA ENTER LICENSE AGREEMENT

Standardization technology should increase accuracy in evaluating tumor progression

Milwaukee, WI – Imaging Biometrics, LLC (IB), a provider of advanced visualization and analytical software solutions for the medical industry, is pleased to announce the signing of an exclusive, global license agreement with the University of Pennsylvania.

The agreement grants IB the right to develop and commercialize technology that may lead to an automated way to more accurately evaluate a tumor's response to various treatment therapies. Developed by Professor Jay Udupa, PhD of the University of Pennsylvania School of Medicine, the technology "standardizes" images on a voxel-by-voxel basis, which is a necessary step when wanting to accurately compare images over time. Essentially, the technology may make it unnecessary for the radiologist to perform time-consuming manipulations that make the image brightness levels more similar across time. When automated, this technique may reliably remove subjective, and intra- and inter-scanner, variability when monitoring patients with tumors.

The introduction of this technology is quite timely since the conventional approach for tracking changes in tumors over time is becoming more challenging due to the introduction of new treatments that target the tumor vessels. As the use of these anti-angiogenic agents increases, so does the difficulty in identifying subtle changes in tumor progression. This is because these drugs may also make the uptake of the MRI dye more difficult to see in tumors. By leveraging this technology, IB's approach, called the delta T1 method (dT1), will make it faster and easier for clinicians to distinguish changes and, therefore, enable better decision making and more precise treatment planning for their patients.

"This agreement is exactly the kind of partnership we like to build", said Michael Schmainda, CEO of Imaging Biometrics LLC. "It fits our strategic vision of translating promising new technology into the clinics." The technology will be incorporated into several IB™ branded products including IB Suite™; an image analysis toolkit currently under development.

About Imaging Biometrics™ LLC

Imaging Biometrics develops and provides visualization and analytical solutions that enable clinicians to better diagnose and treat diseases with greater confidence. Through close collaboration with top researchers and clinicians, sophisticated advancements are translated into platform-independent software plug-ins which can extend the base functionality of workstations, imaging systems, PACS, or medical viewers. By design, IB's advanced visualization software seamlessly integrates into routine clinical workflows. For more information about Imaging Biometrics, visit the company's website at www.imagingbiometrics.com

About University of Pennsylvania's School of Medicine

Penn Medicine is one of the world's leading academic medical centers, dedicated to the related missions of medical education, biomedical research, and excellence in patient care. Penn Medicine consists of the [University of Pennsylvania School of Medicine](http://www.upenn.edu) (founded in 1765 as the nation's first medical school) and the [University of Pennsylvania Health System](http://www.upenn.edu), which together form a \$3.6 billion enterprise.

Penn's School of Medicine is currently ranked #2 in U.S. News & World Report's survey of research-oriented medical schools, and is consistently among the nation's top recipients of funding from the National Institutes of Health, with \$367.2 million awarded in the 2008 fiscal year.