



*Imaging biomarkers are key to detecting and treating cancer*

Press Release

## **MEDIAN Technologies To Participate in the 2013 ASCO Annual Conference**

*MEDIAN will demonstrate its Lesion Management Solutions (LMS) and discuss the results of its abstract at Booth #3097, Hall B*

**Sophia Antipolis, France – May 31, 2013** – MEDIAN Technologies (ALMDT), a leading medical imaging software solutions developer and a service provider for image interpretation and management in oncology clinical trials, today announced its participation in the 2013 ASCO annual conference, to be held next May 31 – June 4, in Chicago, IL, USA (exhibition dates: June 1-3).

During ASCO, the world's premier oncology conference, representatives from MEDIAN will be present at Booth #3097, Hall B to give demonstrations of their Lesion Management Solutions software and to discuss their abstract, ['Determination of thresholds for the assessment of response to therapy relying on volume-based tumor burden in pulmonary CT images'](#). Today, Response Evaluation Criteria In Solid Tumors (RECIST) provide indications on tumor burden, based on the measurement of the Longest Axial Diameter of malignant tumors. RECIST enables the assessment of response to therapy of cancer patients enrolled in clinical trials. However, a growing medical community now believes that RECIST is limited because it relies on an approximate estimate of the tumor burden. This limitation could be overcome by using tumor volume as another imaging biomarker, reflecting more accurate tumor burden. The study performed by MEDIAN in collaboration with clinical sites based in France and Germany, deals with the utilization of tumor volume as an indicator of response to therapy and more specifically, with the applicable threshold values enabling physicians to diagnose whether or not the patient responds to therapy. The study is based on published data from the Quantitative Imaging Biomarker Alliance (QIBA) about the inter-reader measurement variability and on clinical data from a retrospective study on pulmonary cancer patients (NSCLC) followed with CT imaging.

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**About MEDIAN Technologies:** MEDIAN Technologies provides advanced imaging solutions for diagnosing and monitoring cancer patients in clinical trials and in routine clinical practice. MEDIAN collaborates with institutes at the cutting edge of medical imaging, including the French National Institute for Computer Science and Control



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(INRIA), the University of Chicago, and the Swiss Federal Institute of Technology in Lausanne, Switzerland (EPFL). MEDIAN is present in the market through direct and indirect sales of its LMS solutions and through alliances with specialist cancer centers in Europe and the USA.

MEDIAN has a strategic partnership with Canon for the development of new technologies, and a strategic partnership with Quintiles to offer integrated imaging services for clinical trials to customers worldwide.

Based in Sophia Antipolis, France, MEDIAN was founded in 2002 by Fredrik Brag (CEO), Gérard Milhiet, and Arnaud Butzbach. The company has a staff of 45, over half of whom work in R&D, and has a US-based subsidiary in the Boston area.

MEDIAN has received the label "Innovative company" by OSEO and is listed on NYSE Euronext Paris' Alternext market (ISIN: FR0011049824, ticker: ALMDT).

For more information on MEDIAN, please visit: [www.mediantechologies.com](http://www.mediantechologies.com)

## CONTACTS

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