



"Biomarkers" in medical imaging are the key to detecting and treating cancer

Press release

**MEDIAN Technologies to take part to the
4th Annual Clinical Trials in Oncology Conference,
Munich, Germany**

Sophia Antipolis France, November 28, 2011 – MEDIAN Technologies (ALMDT), the leading services provider for images interpretation and management during oncology clinical trials and software provider for medical imaging, announces its participation as sponsor to the 4th Annual Clinical Trials in Oncology Conference, on 30th November and 1st December 2011 in Munich, Germany.

During this conference, MEDIAN Technologies will make a presentation on « *Imaging in oncology clinical trials: A key leverage on late phase success rates and costs* ». The presentation will deal with the leading role of medical images in clinical trials in Oncology; it will emphasize the importance of an optimized medical image management in this therapeutic area, and its impact on attrition rate in phase III. As compared to other therapeutic areas, oncology has the higher late phase attrition rate (¹).

MEDIAN Clinical Trial Imaging Services (CTIS) offer as well as MEDIAN Lesion Management Solutions (LMS) portfolio will be presented on the MEDIAN booth during the conference.

The Clinical Trials in Oncology conference allows pharmaceutical companies, biotechnology companies and CRO to review practices and emergent technologies which enable to optimize oncology clinical trials.

¹ Source: Ian Walker & Herbie Newell (January 2009) Nature Reviews - Drug Discovery Vol. 8 15-16



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About MEDIAN Technologies: Based in Sophia Antipolis, MEDIAN was founded in 2002 by Fredrik Brag (Current CEO), Gérard Milhiet and Arnaud Butzbach. The company has a staff of 40, over half of whom work in R&D, and has a subsidiary in the USA.

MEDIAN Technologies offers solutions and services for diagnosing and monitoring cancer patients for clinical trials market in oncology, its priority market, and the patient care market. MEDIAN collaborated with institutes at the cutting edge of medical imaging, among which the French National Institute for Computer Science and Control (INRIA), Chicago University and the Swiss Federal Institute of Technology in Lausanne, Switzerland (EPFL).

MEDIAN Technologies has been present in the market since 2007 through direct and indirect sales of its LMS solutions and alliances with specialist cancer centers in Europe and the USA.

For more information on MEDIAN, please visit: www.mediantechologies.com

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