



Imaging biomarkers are the key to detecting and treating cancer

Press Release

MEDIAN Technologies to present study results at the 2012 ESMO Annual Conference

These results show the relevance of MEDIAN's offer in Oncology Clinical Trials

- ✓ MEDIAN Technologies will present the results of this study on September 30 at 1pm, hall XL: Standardization and automation of imaging assessment improve the reliability of oncology clinical trials.
- ✓ The MEDIAN Technologies team will hold the X117 booth at ESMO.

SOPHIA ANTIPOLIS, France – September 25, 2012 – MEDIAN Technologies (ALMDT), a leading medical imaging software developer and service provider for oncology clinical trials and routine radiological practice, announced today its participation in the 2012 ESMO annual conference, to be held next Sept.28 – Oct.2, in Vienna, Austria.

MEDIAN's scientists are presenting their results at ESMO, the European's premier oncology conference. 'Inter-observer agreement of the Response to Therapy Assessment in advanced Lung Cancer within a Normative Measurement Environment' will be part of the Translation Research poster session scheduled September, 30th 1:00 to 2:00 pm in Hall XL.
<http://abstracts.webges.com/myitinerary/day.html> (Ref. 1665P).

According to MEDIAN's findings, the tools, methods, and workflows used in image assessment can significantly impact inter-reader variability and can potentially jeopardize results in clinical studies when not designed appropriately.

The study aimed at analyzing the longitudinal assessment of medical images by several radiologists, with and without the support of both MEDIAN's LMS software (Lesion Management Solutions) and an optimized workflow enabled by MEDIAN CTIS (Clinical Trial Imaging Services). Repeated imaging biomarker measurements were performed over time to evaluate the reliability of response assessment for cancer patients.

Study results highlight the benefits of implementing a normative measurement environment, involving advanced image analysis software tools and an optimized workflow. Automated lesion segmentation, lesion follow-up, and structured reporting capabilities significantly improved the reliability of the evaluations.

"These results provide evidence that standardization and automation shall become the norm for the interpretation and management of images in oncology clinical trials," said Arnaud Butzbach, CTO, VP Operations and co-founder of MEDIAN. *"They also further demonstrate the significant added value of our MEDIAN LMS-CTIS offering for the biopharmaceutical industry,"* he added.

MEDIAN's scientific and business development teams will be present at booth **X117** to discuss these results and to give demonstrations of MEDIAN's LMS solutions.



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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 (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 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 (Current CEO), Gérard Milhiet, and Arnaud Butzbach. The company has a staff of 45, over half of whom work in R&D, and a US-based subsidiary. For more information on MEDIAN, please visit: www.medianttechnologies.com

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