



Optiscan Technology in Seven Presentations at Digestive Diseases Week in Chicago in May

About 25,000 gastro doctors to attend, Optiscan to feature in plenary with expected audience of over 2,000

7 April 2005, Melbourne: The newly released program for Digestive Diseases Week (DDW) includes seven separate presentations on the clinical use and efficacy of Pentax/Optiscan flexible endo-microscopes.

DDW is the largest and most prestigious international meeting for gastroenterologists. The *American Gastroenterological Association* and the *American Society for Gastrointestinal Endoscopy* are among the sponsoring medical societies that set the annual program. Doctors from around the world gather at DDW from 14 to 19 May to learn the latest advances in gastroenterology and endoscopy.

The Pentax/Optiscan flexible endo-microscope was granted FDA and European regulatory approvals last year, enabling large scale production and sales.

"Pentax will be very active at the convention exhibiting and demonstrating the flexible endo-microscope," said Matthew Barnett, Chief Executive Officer of Optiscan (ASX:OIL).

"The competitive advantage of our device is that it can magnify 1000 times compared to the current endoscope technology that can only magnify 100 times. This means an overwhelming improvement in accuracy of diagnosis of a number of conditions including the deadly colon and throat cancers."

The seven separate presentations are to be given by European, US, Asian and Australian doctors, and will describe the outcomes and efficacy data obtained from Pentax's global clinical trial program. The presentations will report findings of clinical efficacy for flexible endo-microscope use in some of the most important gastrointestinal diseases. Presentations will cover:

- Ulcerative Colitis – diagnosis of neoplasia (early stage cancer)
- Barrett's Esophagus – *in-vivo* detection of associated neoplasia
- Colon cancer – differentiating abnormalities
- Gastric cancer – diagnosis of neoplasia (early stage cancer)
- Helicobacter Pylori (bacteria that cause gastric ulcers) – diagnosis

The Ulcerative Colitis presentation by German clinician Dr Ralf Kiesslich has been selected for inclusion in a plenary session. Plenary Sessions are reserved for the most important advances in gastroenterology and they draw the largest audiences.

Matthew Barnett also said "Presentation of clinical uses for our flexible endo-microscopes will feature strongly at this year's DDW. We are very pleased that the organising US medical societies see the importance of the clinical use of our endo-microscopes".

"The presence in the official DDW program of our technology can't be underestimated in creating excellent market awareness in Pentax's target market".

Further clinical efficacy data for the Pentax/Optiscan flexible endo-microscope will be announced with the publication of DDW program abstracts later this month.

Background

Optiscan is a global leader in microscopic imaging technologies for medical markets.

Optiscan's unique and patented technologies enable high-powered microscopes to be miniaturised and used inside the body. The technology enables microscopic imaging of up to 1000 times magnification to be achieved. Doctors can use the technology to instantly see cellular level details of tissue without the requirement to surgically remove tissue (biopsy).

Pentax is the second largest producer of flexible endoscopes in the US\$900Mpa global flexible endoscope market.

Gastroenterologists use flexible endoscopes to view inside the gastro intestinal tract. They are an essential piece of equipment in the screening, early diagnosis and treatment of colon, large intestine, stomach and oesophageal cancers and pre-cancers.

Pentax has been licensed by Optiscan to use its patented miniaturised microscope technology and develop the world's first fully functional flexible endo-microscope.

Pentax's flexible endo-microscope combines existing industry standard endoscope functionality and Optiscan's unique microscopic imaging technology into one instrument. Doctors have two screens, one with the regular view (from 10 to 100 times magnification) and one showing the microscopic detail from Optiscan's technology (1000 times magnification).

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