



Launch Of New Standard-Setting Product For Real-Time Fluoroscopy Images

VIENNA, AUSTRIA– March 3, 2011 – ContextVision is pleased to announce the showcasing and market launch of a second new product at the 2011 European Congress of Radiology (ECR) in Vienna. This new product, GOPView iRV^{Ultra}, was developed with an eye to provide radiologists with high resolution, real-time fluoroscopy (X-ray) images during minimally invasive interventional procedures (interventional fluoroscopy).

Interventional fluoroscopy compared to traditional surgery is much less traumatic to the patient as it requires only very small incisions to perform a surgical procedure by utilizing novel minimally invasive surgical tools. The advantages are many, including less trauma, substantially reduced risk of infection and much shorter recovery times. Consequently, such procedures are enjoying rapid adoption for an increasing number of medical, surgical procedures.

Interventional fluoroscopy refers to the fact that the physician watches the placement and movement of the surgical tools inside the human body on a monitor in the operating room; images being captured and provided utilizing a fluoroscopy imaging system. However, the negative aspect of such procedures, is that it exposes both the patient and the physician to potentially dangerous radiation (x-rays).

“Interventional radiologists always look to strike an ideal balance between the required image quality and the radiation dose for any given procedure,” said Anita Tollstadius, CEO of ContextVision. “Once again we innovate, lead and bring industry standard-setting imaging technology to the market. Our technology allows for the display of crisp, clearer images with high contrast ratios, while simultaneously suppressing noise. We are excited to launch the GOPView iRV^{Ultra} to a prestigious audience of radiology professionals and medical imaging equipment manufacturers at this year’s European Congress of Radiology,” she added.

About ContextVision

ContextVision is the leading independent developer in medical imaging enhancement, analysis and processing technologies, serving leading OEMs and distributors for more than 25 years. ContextVision's patented GOP algorithm allows unsurpassed image quality to be achieved by simultaneously enhancing fine structure while reducing noise and speckle across MRI, X-Ray, Ultrasound and CT image data.

ContextVision's technology enables the company's OEM customers to provide superior digital imaging quality to hospitals and clinicians. Such solutions promise more rapid and accurate diagnoses, reduced operator eye fatigue, and ultimately, a greater return-on-investment for medical imaging users. ContextVision's embedded imaging software is relied upon daily by thousands of users around the globe. For more information, please visit www.contextvision.com.

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