



**FOR IMMEDIATE RELEASE**  
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## **VIRTUAL COLONOSCOPY GAINS VALIDATION AS METHOD OF CHOICE FOR COLORECTAL CANCER SCREENING**

**Stony Brook, February 10, 2007** – March 2007 marks the seventh annual National Colorectal Cancer Awareness Month across the United States. Created in 2000 by the Cancer Research Foundation, National Colorectal Cancer Roundtable, American Digestive Health Foundation, and American Society for Gastrointestinal Endoscopy; and endorsed by the American Cancer Society, National Colorectal Cancer Awareness month is designed to bring attention to the severity of colon cancer – the second leading cause of cancer death among men and women - and encourage preventive screening.

Traditional methods of screening for colon cancer – optical colonoscopy, flexible sigmoidoscopy and fecal occult blood tests - have gotten competition in recent years from state-of-the-art, three-dimensional virtual imaging. Virtual colonoscopy, a patient friendly and minimally invasive procedure continues to gain popularity among patients and doctors alike. First seen approximately 10 years ago, the virtual technique has improved with technology and, as a result, so has its efficacy-one of the major concerns for acceptance. Today, diagnostic imaging is not a new concept; it is a proven concept, repeatedly performing well in clinical trials as the preferred alternative to optical screening.

Dr. Perry Pickhardt, of the University of Wisconsin Medical School, and the leading proponent of virtual screening as a diagnostic tool, reports in both the New England Journal of Medicine and Radiology Magazine that "the use of a 3-D approach with 2-D problem solving is an accurate screening method for the detection of colorectal neoplasia in asymptomatic average-risk adults and compares favorably with optical colonoscopy in terms of the detection of clinically relevant lesions." And, in large part because of Pickhardt's exhaustive work in the field of virtual imaging, the State of Wisconsin has become the very first state in the nation to reimburse insurance claimants for virtual methods effective in October 2006.

Viatronix, the leader in three-dimensional clinical solutions is pleased to be a part of the Wisconsin effort. After using our V3D-Colon software successfully in a multi-center trial published in the New England Journal of Medicine in 2003, Dr. Pickhardt chose Viatronix as his preferred software at the University of Wisconsin Hospital and Clinic. Another landmark trial

conducted by Dr. Pickhardt, and published in the September 2006 issue of Radiology magazine, found that that over 90% of the virtual findings (using Viatronix V3D-Colon software) were comparable to those of optical colonoscopy.

Viatronix has been a pioneer in high-end clinical solutions for the last seven years. We continue to support the active research that further establishes the efficacy of continued virtual diagnostic imaging as the preferred screening by physicians and patients alike. As a software-only manufacturer, our patented technology allow clinicians to interactively view patients vital organs and anatomical structures, optimize workflow, contain costs and provide effective image management through a PACS interface. Our suite of 3D visualization tools help clinicians to better determine a patient diagnosis, plan for intervention and develop a course of therapeutic treatment.

### About Viatronix

Viatronix is a leading innovator and developer of 2D/3D medical imaging and diagnostic software. Our software enables physicians to interactively view vital organs and anatomical structures within the human body from data acquired by standard medical imaging equipment in minimally or non-invasive methods. The 2D digital data acquired from imaging devices is automatically post processed using the company's proprietary software techniques and provides 3D diagnostic quality images for the physician. The company's first product, V3D-Colon for "virtual colonoscopy" allows physicians to interactively view the colon reconstructed from a CT scan, providing visualization of the inner surface that includes polyps and lesions. The Company's V3D-Explorer offers a robust and user-friendly workstation platform that views and reconstructs data in 2D/3D for virtually any organ in the body. V3D-Calcium Scoring aids physicians in determining the amount of calcified plaque accumulation in the coronary arteries. V3D-Vascular is breakthrough software that permits rapid segmentation and visualization of complex arterial structures using 3D volume rendering, maximum intensity projection and simulated x-ray views. Viatronix, through application of the V3D technology, is developing additional innovative products that will be useful in early detection of other diseases, treatment planning, intervention and follow up evaluation. Viatronix, Inc. is located in Stony Brook, NY. For further information, call toll free 1-866-887-4636 or log on to: [www.viatronix.com](http://www.viatronix.com).

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