



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

Press Release

MEDIAN Technologies to Highlight Value of Imaging Biomarkers at the 2012 ASCO Annual Conference

Announces official launch of integrated operations with Quintiles

SOPHIA ANTIPOLIS, France – May 31, 2012 – MEDIAN Technologies (ALMDT), a leading medical imaging software developer and service provider for oncology clinical trials, announced today its participation in the 2012 ASCO annual conference, to be held next June 1-5, in Chicago, IL, USA.

During ASCO, the world's premier oncology conference, representatives from MEDIAN will be available to discuss their abstract, '[Reliability of Imaging Biomarkers for Response Assessment in Advanced Lung Cancer: Influence of Expertise and Automation.](#)' MEDIAN's scientific and business development teams will be present at booth **22089** to give demonstrations of their Lesion Management Solutions (LMS) software.

ASCO's annual meeting will be the occasion for MEDIAN Technologies to officially announce the operational launch of their alliance with Quintiles, the world's leading biopharmaceutical services organization, to the biopharmaceutical industry and the clinical investigator community.

The Oncology focused alliance agreement between MEDIAN Technologies and [Quintiles](#) is designed to provide biopharma customers and clinical investigators with better quality data, increased productivity, faster go/no-go decisions, and, ultimately, more robust regulatory submissions.

"For the past three months we have been creating a highly efficient, integrated operational alliance to deliver what we believe is a truly differentiated medical imaging service to the biopharma industry," said Fredrik Brag, MEDIAN's Chief Executive Officer. "Working with Quintiles broadens the scope of clinical trials using our imaging technology to the global level, resulting in better outcomes for today's patients."

Today, the ability to gather, share, interpret and sort through medical image data is at the very heart of how cancer therapies and potential cures are being developed and evaluated. But the inherent complexity of managing imaging-based trials across multiple sites introduces many complex challenges, some of which threaten the value of imaging. MEDIAN has set out to change the paradigm for imaging in oncology trials by applying new technology-based solutions to frequently-observed issues related to image interpretation and management: most notably, high rates of variability in data interpretation and a rising complexity in imaging workflows.



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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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