

# Press release

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For immediate release

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## Barco and NeuIsys Agree on Strategic Alliance

Duluth, GA, April 25, 2008 – Medical imaging market leader Barco announced today an agreement with NeuIsys Imaging Systems Solutions (Greensboro, NC) to form a strategic alliance which will address the GI market for virtual colonoscopy utilizing Barco's Advanced Visualization medical imaging software, Voxar ColonMetrix, and NeuIsys's in-office CT systems. NeuIsys is an exclusive distributor of Neusoft Medical Systems.

"Barco is very pleased to announce this new agreement," said Robb Gray, OEM Channel Manager for Advanced Visualization for Barco. We are excited about this opportunity to partner with NeuIsys. They are a forward thinking company focused on improving patient care in the GI market. The combination of quality scanners by Neusoft and Barco's ColonMetrix product will prove to be a valuable combination.

Anyone over 50 years of age is at risk for colon cancer, according to the American Gastroenterology Association, making the agreement of critical importance in the medical diagnostic imaging market. According to the American Cancer Society, virtual colonoscopy (VC) is as effective in screening patients for colon cancer as any method used today, is less invasive, and has received outstanding reviews from both doctors and patients alike.

"We are very excited about this partnership," said Kim Russell, NeuIsys CEO. "We recognize Barco as the industry leader in VC software, and this alliance creates a powerful one stop solution for the private physician in the US. The virtual colonoscopy procedure can be completed in a matter of 1-2 minutes, and the patient can walk out of the scanner and perform daily functions immediately. This is a very positive departure from the conventional optical colonoscopy procedure, which may take 30 minutes or longer, is invasive, and requires sedation and recovery. The combination of Barco's 3D ColonMetrix software and our hardware creates a 21<sup>st</sup> Century weapon to help doctors find colon polyps and cancers that would have otherwise gone unrecognized."

The Barco/NeuIsys alliance uniquely positions both companies to benefit in a newly created virtual colonoscopy marketplace. In private doctors' offices and medical

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clinics across the United States, where space and affordable healthcare are at a premium, NeuIsys and Barco together will offer a one stop solution.

"The key to preventing colon cancer deaths," according to Dr. Joseph Jenkins, Chief Medical Officer of NeuIsys, "is to get the 60% of Americans over 50 years of age, who currently refuse colon cancer screening because of their fear of sedation or of an invasive procedure with a risk of colon perforation, to undergo the virtual colonoscopy. With NeuIsys' expertise coupled with our new state the art CT technology and Barco's superior 3D software tool, I think that we can help doctors save lives."

The agreement is set to commence immediately and will be distributed through Barco's network of regional North American sales representatives and NeuIsys distinct sales territories with associated service pods. Additional regions are planned for the near future.

## *About NeuIsys*

*NeuIsys, founded in 2004, develops products and services that help private physicians install new, state of the art in-office diagnostic imaging products. NeuIsys counts personalized, professional service as one of its strongest assets. NeuIsys is an exclusive distributor of Neusoft, and Philips Neusoft Medical Systems Products. Neusoft has a worldwide presence, with over 1000 CT and MRI systems in place.*

## *About Barco*

*Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own Sales & Marketing, Customer Support, R&D and Manufacturing facilities in Europe, North America and Asia Pacific. Barco (Euronext Brussels: BAR) is active in more than 90 countries, and has 3800 employees worldwide. Barco posted sales of 751 million euros in 2006.*

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