Press Release from Dublin City University
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Dublin City University Licenses CAD Technology to UK Medical Imaging Company Biotronics3D Ltd.

Dublin City University (DCU) has agreed to license its breakthrough Computer Aided Detection (CAD) technology to **Biotronics3D** a London-based company, active in the research, development and marketing of advanced, image-based medical diagnostic devices.

The solution, developed at DCU's Centre for Image Processing and Analysis (CIPA), is designed to assist in the early detection and treatment of colon cancer. Computed Tomography Colongraphy (CTC) also known as Virtual Colonoscopy (VC) is an alternative to traditional endoscopic optical colonoscopy procedures. Using the VC approach, the patient undergoes a non-invasive CT scan of the colon from which a computer generated 3D image of the organ is displayed on a workstation. The CAD tool automatically identifies abnormalities on the colon surface and identifies these on the computer display to assist the clinician in diagnosis.

This new CAD tool when combined with the Biotronics3D's VC imaging solution creates an easy-to-use and cutting edge tool, focused on faster and more accurate cancer diagnosis.

Both DCU and Biotronics3D plan to use this licensing agreement as a basis for further engagement. The agreement cements DCU's reputation as a world leader in image processing and analysis. It also accelerates Biotronics3D's "3DNet Collaborative Network", a new strategic initiative aimed at fostering collaboration between the company and other research institutions and universities in the medical imaging space.

The CAD technology is the result of an extensive multi-year research programme led by Professor Paul Whelan. The project involved a broad multidisciplinary research team at CIPA in DCU, and was supported by leading consultant clinicians in Ireland, Dr. Helen Fenlon and Dr. Padraic Mac Mathuna. Of the license agreement Professor Whelan stated, "We look forward to engaging with the Biotronics3D team to bring this DCU research to market."

The CEO of Biotronics3D, Harry Hatzakis was keen to work with an organisation such as DCU with extensive research on the automated detection and assessment of oncology related abnormalities, to help develop and expand the 3DNet product line.
"Developing innovation carries many risks and in a fast moving market like global diagnostics, no company has enough resources or skills in-house to maintain a position at the forefront of innovation," Hatzakis said. "It's important to leverage skills that exist 'outside the company' in the delivery of products with aggressive go-to-market timeframes. In the modern knowledge based economy this is critical."

Richard Stokes CEO of Invent DCU Ltd., the technology transfer arm of DCU stated, "The medical imaging business has unique challenges, especially from a regulatory point of view. We are grateful to leverage the expertise of Biotronics3D." Stokes added, "Invent is very keen to support industry-academia collaborations with strong business plans. DCU acknowledges the strong support of Enterprise Ireland in the commercialization of this innovative technology."

The research programs that lead to this commercialisation opportunity were funded in part by the Health Research Board (HRB Interdisciplinary Project) and Science Foundation Ireland (SFI Principal Investigator).

About Dublin City University
Dublin City University (www.dcu.ie) is an innovation-driven, research-led university, committed to key interdisciplinary academic themes in its programmes of study and research, and with strong links to industry and the community, DCU offers undergraduate and postgraduate programmes to doctoral level, through full-time and part-time study or research, on its Dublin campus. It is also strongly committed to distance education and E-learning. DCU has a number of interdisciplinary research centres and institutes. St Patrick's College, Drumcondra, All Hallows College and Mater Dei Institute of Education are colleges of the university.

About Centre for Image Processing and Analysis (CIPA), DCU
The core expertise provided by CIPA (http://www.cipa.dcu.ie/) is in its ability to develop and design novel computer based solutions that will allow the automatic extraction of key image features with a view to a robust and reliable quantitative analysis, classification or tracking of such information. A key focus of CIPA is in the development of biomedical computer aided detection solutions.

About Biotronics3D
Biotronics3D (www.biotronics3d.com) headquartered in London, UK, develops and markets innovative software applications for the diagnostic imaging industry. The company provides cutting edge software technologies to improve healthcare by better extracting diagnostic data and transforming it into usable information available at the point-of-care. Biotronics3D Ltd is an EN ISO 13485:2003 certified company and its flagship product, 3Dnet Suite, has received FDA 510K market clearance and it is CE marked.

About Invent DCU
Invent (http://www.dcu.ie/invent/) is a state of the art Innovation and Enterprise Centre based at Dublin City University. Established in 2001, Invent's mission is to transform knowledge into commercial success and to provide the critical link between the university and the marketplace. Invent supports and encourages the transformation of cutting edge research into innovative and commercially exploitable products and services.