



Sandy Napel, Ph.D. and Geoffrey D. Rubin, M.D. Join Fovia's Advisory Board

Palo Alto, California, November 8, 2007 -- Fovia Medical, Inc., a world leader in volume rendering technology, today announced that Sandy Napel, Ph.D. and Geoffrey D. Rubin, M.D., Co-Directors of the Stanford Radiology 3D Medical Imaging Laboratory, have joined the company's Medical Advisory Board.

"Drs. Napel and Rubin are two of the world's foremost experts in 3D medical imaging, and they will be invaluable to Fovia as we continue to develop and expand the applications for our High Definition Volume Rendering® technology," said Ken Fineman, President and Chief Executive Officer of Fovia Medical, Inc.

Sandy Napel, Ph.D., is an internationally recognized Professor of Radiology, Professor of Medicine-Informatics (by courtesy) and Professor of Electrical Engineering (by courtesy) at Stanford University. He and Dr. Rubin co-founded, and are currently Co-Directors of the Stanford Radiology 3D Medical Imaging Laboratory. Dr. Napel's focus has been on developing diagnostic and therapy-planning applications and strategies for the acquisition, visualization and interpretation of multi-dimensional medical imaging data.

Geoffrey D. Rubin, M.D., is an internationally recognized expert in the fields of pulmonary, bronchial and vascular imaging. He is a Professor of Radiology and the Chief of the Cardiovascular Imaging Section at Stanford University, as well as a co-founder and the current medical Co-Director of Stanford's 3D Medical Imaging Laboratory. "I am pleased to accept Fovia's invitation to serve on its Medical Advisory Board," said Dr. Rubin, "and I look forward to working with Fovia to further develop advanced visualization applications based on their High Definition Volume Rendering software."

Both Dr. Napel and Dr. Rubin have published and lectured extensively on medical imaging and volumetric rendering, and they currently serve on numerous panels for peer-reviewed journals. Dr. Napel's and Dr. Rubin's complete curriculum vitae can be found at http://snapg4.stanford.edu/%7esnapel/SAN_CV.pdf and http://med.stanford.edu/profiles/cancer/viewCV?facultyId=4076&name=Geoffrey_Rubin.

About Fovia Medical, Inc.

Fovia Medical, Inc., headquartered in Palo Alto, Calif., is an international leader in volume rendering, an advanced technique for visualizing and analyzing large volumes of data in three dimensions.

Fovia's HDVR solution overcomes the many limitations of currently available imaging technologies, therefore enabling physicians to take full advantage of 3D imaging as part of everyday patient care. Selected features and benefits of Fovia's proprietary solution include:

- High Definition Volume Rendering
- On-the-fly, interactive supersampling with off-the-shelf hardware
- Software-only solution that is faster than specialized hardware (ASIC) and video card-based approaches
- Interactive rendering of large datasets without data downsampling
- Non-compromised remote rendering over the internet or wireless networks
- Interactive rendering without preprocessing
- Scalability with more users, larger datasets, bigger rendering planes, multiple CPUs and clustering
- Instant segmentation
- Modification of the transfer function on-the-fly
- On-the-fly auto-navigation for fly-through
- Subvoxel precision for 3D measurement
- Compatibility with Macintosh/Windows/Linux platforms

Fovia has designed its HDVR software engine to be easily integrated into various original equipment manufacturers' offerings, therefore allowing PACS companies, imaging modality manufacturers and other medical imaging OEMs to easily, quickly and cost-effectively integrate a best-of-breed 3D solution.

For additional information, visit www.fovia.com.

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