

Frost & Sullivan Recognizes Fovia for its HDVR® Platform – A Disruptive Technology Breakthrough

MOUNTAIN VIEW, Calif. — November 12, 2009 — Based on its recent analysis of the interactive advanced visualization platforms market, Frost & Sullivan presents Fovia, Inc. with the 2009 North American Frost & Sullivan Award for Technology Innovation of the Year. Fovia is being recognized for its CPU-based, High Definition Volume Rendering® (HDVR®) platform that offers unrivaled image quality and uncompromised performance for two and three dimensional (2D/3D) advanced volume visualization.

“3D imaging is a valuable tool for accelerating diagnoses, eliminating unnecessary tests and treatments, optimizing the use of minimally invasive surgeries and therapies, and gaining additional insight needed for clinical decisions. Speed in interpreting images is essential for increasing workflow productivity and avoiding bottlenecks caused by the large number of images being generated,” says Frost & Sullivan Research Analyst Prasannavadhana Kannan. “Therefore, from both a cost and a quality of service perspective, there is a clear need for efficient, high-quality advanced visualization tools.”

Fovia’s innovative, software-only HDVR solution overcomes many limitations of currently available imaging technologies, and enables local, enterprise-wide and web-based volumetric rendering. Volume rendering is an advanced technique for analyzing extremely large sets of data in three-dimensions.

Furthermore, Fovia’s solution successfully leverages the scalability and flexibility of off-the-shelf CPUs. Prior to the introduction of Fovia’s CPU-based HDVR software, existing solutions were unable to handle the large volumes of data being generated, and exhibited many limitations, including: requiring expensive graphics cards or specialized hardware (ASICs); forcing significant trade-offs between image quality, speed and cost; inability to easily distribute images remotely (therefore requiring a dedicated, advanced visualization workstation); inflexibility and non-scalability; and a high obsolescence factor.

Fovia’s HDVR technology, on the other hand, has successfully overcome these volumetric data challenges. With Fovia’s software, large volumes of data can be visualized and analyzed in high definition – both locally on workstations and remotely through server-based, thin-client technology.

Just as business applications have evolved from mainframe-based solutions to desktop applications to applications being delivered using a client-server model, volumetric imaging is following a similar evolutionary path. Fovia’s proprietary algorithms, running on off-the-shelf hardware, allow 24-hour remote, interactive visualization, thereby enabling a paradigm shift in volumetric imaging.

“The volumetric rendering technology developed by Fovia offers a unique value proposition when compared with hardware-based imaging technologies,” notes Prasanna Kannan. “OEMs seeking a flexible, scalable, software-only, CPU-based, real-time HDVR engine that supports client-server architecture with no preprocessing should look no further than Fovia.”

Fovia has successfully demonstrated the ability to seamlessly integrate its HDVR engine inside OEM products. Through integration with its OEM customers, Fovia has shown that imaging specialists across medical, dental, veterinary and industrial fields experience a boost in productivity through intrinsic 3D functionality, a consistent user experience, and a seamless, interactive review of large volume data. Fovia’s innovation is a clear and welcome presence in today’s advanced visualization market.

Overall, Frost & Sullivan is pleased to present Fovia with the 2009 North American Technology Innovation of the Year Award in the field of interactive advanced visualization tools. Through strong capabilities and credentials, Fovia is positioned to offer OEMs advanced visualization that can be deeply integrated to meet everyday market needs today and tomorrow. Over time, advanced visualization tools such as HDVR will become more commonplace as they are integrated within OEM systems, offering their customers advanced 3D functionality as a standard part of their system solution.

Each year, Frost & Sullivan presents the Technology Innovation of the Year Award to the company that has carried out new research, which has resulted in innovation(s) that have or are expected to bring significant contributions to the industry in terms of adoption, change, and competitive posture. The award recognizes the quality and depth of a company's research and development program as well as the vision and risk-taking that enabled it to undertake such an endeavor.

Frost & Sullivan's Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

For additional information about Fovia's Frost & Sullivan Award, click [here](#).

About Fovia, Inc.

Fovia, Inc. was founded in 2003 to address the challenges of data explosion – the exponentially increasing amount of data being acquired by modern imaging modalities. The firm has developed a CPU-based, High Definition Volume Rendering® software solution that leverages and scales with multi-core, multi-processor and multi-threaded generational processor development. Fovia's HDVR® solution is more scalable, cost effective, flexible, and easily deployable on an enterprise-wide basis than GPU or other hardware-based approaches and can be easily and natively integrated into various original equipment manufacturers' offerings, therefore allowing OEMs to quickly and cost-effectively offer the world's most advanced volume rendering to their customers.

For additional information about Fovia, visit www.fovia.com.

Contact:

Steve Sandy

866.3D.FOVIA

650.257.4063

steve.sandy@fovia.com

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Contact:

Jake Wengroff

210.247.3806

jake.wengroff@frost.com