

Frost & Sullivan Recognizes Fovia for its Advanced Visualization Solution

HDVR® Connect allows 'anytime, anywhere' access to imaging workflow while easily overcoming volumetric challenges in computing

MOUNTAIN VIEW, Calif. — November 15, 2011 — Based on its recent analysis of advanced visualization in the medical imaging market, Frost & Sullivan recognizes Fovia, Inc. with the 2011 North American Frost & Sullivan Award for Product Leadership. Fovia's flagship product, *HDVR® Connect*, is a software-only, advanced visualization solution that includes the key attributes required by today's vendors and their customers: performance, quality, scalability, anytime/anywhere image access, cost-effectiveness and flexibility.

With *HDVR Connect*, OEM vendors can deliver unrivaled image quality and uncompromised performance in 2D, 3D and 4D advanced volume visualization applications.

"*HDVR Connect* takes full advantage of the trends in imaging and computing - larger datasets, bigger projection displays, multi-core processors, multi-threading, multi-CPU environments and server-side rendering, without compromising quality or performance," says Frost & Sullivan Principal Analyst Nadim Daher. "With *HDVR Connect*, Fovia's partners can increase enterprise-wide product penetration at their customers' locations, thereby substantially augmenting the imaging value chain by improving visualization access and expanding the capacity for advanced applications."

Prior to the introduction of Fovia's CPU-based, High Definition Volume Rendering® software, existing solutions were unable to handle the large volumes of data being generated. They also had other limitations, such as the need for expensive graphics cards or specialized hardware; significant trade-offs between image quality, speed and cost; inability to easily distribute images remotely; inflexibility; non-scalability; and a high obsolescence factor.

Fovia's HDVR® technology successfully addresses these challenges through its proprietary, volumetric ray-tracing algorithms that deliver on-the-fly, interactive, deep super-sampling quality and superior performance. With *HDVR Connect*, large volumes of data can be visualized and analyzed in high definition—both locally on workstations and remotely through server-based, thin-client technology.

"The thin-client architecture of the HDVR platform, combined with its low bandwidth and memory requirements, enable exceptional remote access capabilities on virtually any off-the-shelf computer or mobile device," notes Daher. "This server-based processing approach optimizes the current IT consolidation trend taking place in the hospital market, where IT management is being centralized to generate workflow productivity efficiencies and reduce total cost of ownership."

Many OEMs have successfully integrated Fovia's HDVR technology through Fovia's easy-to-use *HDVR Connect* SDK. The SDK allows OEM vendors to use their own proprietary user interfaces and be extremely responsive to their customers: vendors can quickly and easily add or modify functionality, buttonology or workflow.

While the *HDVR Connect* SDK includes its own host of advanced visualization tools, the volume rendering engine can also 'power' the visualization of a vendor's proprietary algorithms, such as specialized segmentation, thereby enabling the vendor to continue to use such algorithms. This flexibility ultimately provides Fovia's vendors with a superior long-term solution.

"Vendors of imaging analytics solutions are able to enhance their product offerings rapidly and cost-effectively due to the flexibility of the *HDVR Connect* SDK," observes Daher. "Fovia's PACS customers can quickly embed HDVR into their PACS offering, which not only enhances their ability to work interactively with huge datasets in real time, but also enables them to do so as part of a unified workflow within a consistent viewing environment."

The HDVR platform's value proposition for the medical imaging market resonates well in other industries, many of which must address the same challenges faced by vendors in the medical imaging industry. Non-medical imaging customers using Fovia's High Definition Volume Rendering include the scientific, military, oil & gas, pharmaceutical, dental, industrial, veterinary and education industries.

Fovia's technology is continually improving, and in addition to its own rigorous quality assurance program, Fovia's customers routinely 'stress' the HDVR technology through a variety of quality control exercises. Consequently, issues are spotted very early, and any required modifications are made before the HDVR technology is in the hands of the end users.

Each year, Frost & Sullivan presents this award to a company that has developed high-quality products that offer innovative features/functionalities. The products enhance customer value and find immediate acceptance in the market.

Frost & Sullivan 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.

About Fovia, Inc.

Fovia has developed High Definition Volume Rendering®, a CPU-based, advanced visualization technology platform that delivers unparalleled quality, performance, scalability and flexibility. Fovia's innovative HDVR® solution successfully overcomes the inherent limitations of other currently available imaging technologies, thereby enabling local, enterprise-wide and web-based volumetric rendering with affordable, off-the-shelf computers.

Fovia's flagship product, *HDVR® Connect*, is a software-only, advanced visualization solution that includes all of the key attributes required by today's vendors and their customers: performance, quality, scalability, anytime/anywhere image access, cost-effectiveness and flexibility. With *HDVR Connect*, OEM vendors can deliver unrivaled image quality and uncompromised performance, both locally and remotely, in 2D, 3D and 4D advanced volume visualization applications.

For additional information and to learn more about commercial, academic or research licensing, visit www.fovia.com.

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