



Gordon Harris, Ph.D. Joins Fovia's Advisory Board

Palo Alto, California, November 19, 2007 – Fovia Medical, Inc., a world leader in volume rendering technology, today announced that Gordon Harris, Ph.D., Director of the 3D Imaging Service and the Radiology Computer Aided Diagnostics Laboratory at the Massachusetts General Hospital, and an Associate Professor of Radiology at Harvard Medical School, has joined the company's Medical Advisory Board.

"We are very excited about having Dr. Harris join our Medical Advisory Board. His clinical and research experience will be invaluable to the company and the technology," stated Ken Fineman, President and Chief Executive Officer of Fovia Medical, Inc.

Dr. Harris received his Ph.D. from Johns Hopkins Medical Institutions in Radiation Health Sciences and a B.S. in Electrical Engineering from Lafayette College. After graduate school, Dr. Harris spent one post-doctoral year and two years as junior faculty at Johns Hopkins School of Medicine. After four subsequent years as Director of the Neuroimaging Research Laboratory at New England Medical Center, Dr. Harris joined the faculty at MGH and began a new 3D Imaging Service for clinically-oriented imaging. His primary research interests include structural and functional brain imaging research in psychiatric and neurologic illnesses including Autism, Alzheimer's Disease, Huntington's disease, stroke, and Alcoholism, as well as quantitative tracking of tumors for clinical care and clinical trials. Dr. Harris has published and lectured extensively on medical imaging, and currently serves on numerous panels for peer-reviewed journals.

"Enhanced 3D visualization technology has the potential to significantly advance our ability to diagnose potential problems more precisely and efficiently -- ultimately improving the care we can offer to patients," stated Dr. Harris. "I look forward to working with Fovia Medical, particularly in the area of computer aided diagnosis."

About Fovia Medical, Inc.

Fovia Medical, Inc., a subsidiary of Fovia, Inc., is headquartered in Palo Alto, California and 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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