



29 September 2014

## Market introduction of *CellLIVE*<sup>TM</sup> by MR Solutions, featuring Optiscan second generation platform.

MR Solutions (UK) has initiated market introduction of *CellLIVE*<sup>TM</sup>, a pre-clinical research imaging system based on Optiscan's second generation endomicroscopy platform.

The market introduction involves a range of activities including online marketing ([www.mrsolutions.com/products/imaging-systems/confocal-microscopy](http://www.mrsolutions.com/products/imaging-systems/confocal-microscopy)), brochure distribution, introduction to MR Solutions international distribution network and incorporation of live system demonstration into the MR Solutions conference program, including the inaugural demonstration at the World Molecular Imaging Conference (WMIC) in Seoul, Korea this month.

Since partnering in February 2014, Optiscan and MR Solutions have worked closely to develop a powerful system dedicated to a targeted scientific market. Optiscan's second generation platform has enabled features not possible in its first generation predecessor, including full 3D imaging capabilities and seamless integration of advance analysis software.

Speaking after the successful market introduction at WMIC in Korea, David Taylor, chairman of MR Solutions said "We have been excited about this market introduction for some time but still have been pleasantly surprised with the interest and market reaction to the *CellLIVE* system". He also commented "We have been particularly impressed with the reaction from our distribution network who have been very excited about the prospects for sales in multiple regions - optical imaging is a major new growth area in our market space, and the *CellLIVE* is an impressive second generation system, at the right time to convert that opportunity".

Release of the product and commencement of sales is anticipated within approximately six months subject to completion of key tasks and required regulatory clearances. It should be noted that the *CellLIVE*<sup>TM</sup> is a research platform and not a medical device. Therefore no clinical trials or medical device approval submissions are required and the process is regarded by the company as low risk.

Further details and images are included in the following presentation material.



## **About Optiscan**

Optiscan is a global leader in microscopic imaging technologies for medical markets. Optiscan's unique and patented technologies enable high-powered microscopes to be miniaturised and used inside the body. The technology enables microscopic imaging of up to 1000 times magnification to be achieved. Doctors can use the technology to instantly see cellular level details of tissue without the requirement to surgically remove tissue (biopsy).

Further information:

Gus Holt, Chairman  
Tel (613) 9538 3347  
GusH@optiscan.com

Bruce Andrew, CFO  
Tel (613) 9538 3398  
brucea@optiscan.com

Market Introduction of MR Solutions *CellLIVE™*  
(featuring Optiscan second generation technology)

September 2014



Unlocking the world of **Live Micro Imaging (LMI) technology**



Product Overview - CellLIVE™ x

www.mrsolutions.com/products/imaging-systems/confocal-microscopy/

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## Confocal Microscopy

*In vivo optical imaging – MRS CellLIVE™ System*

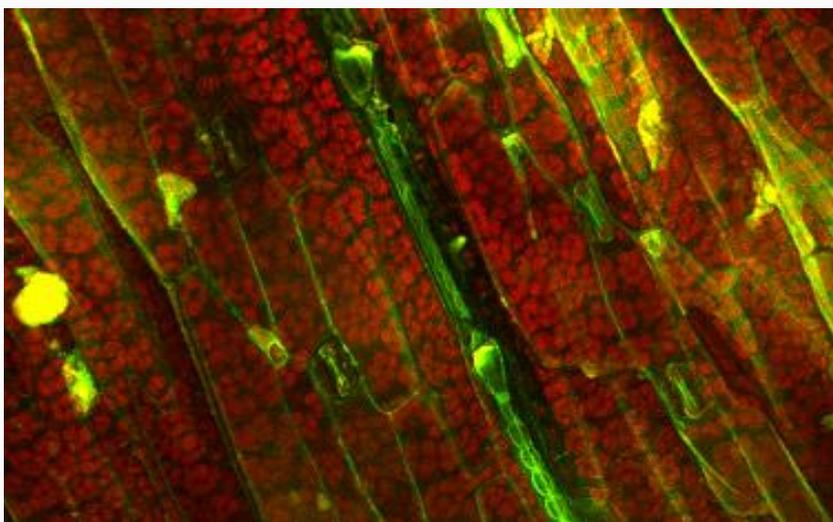
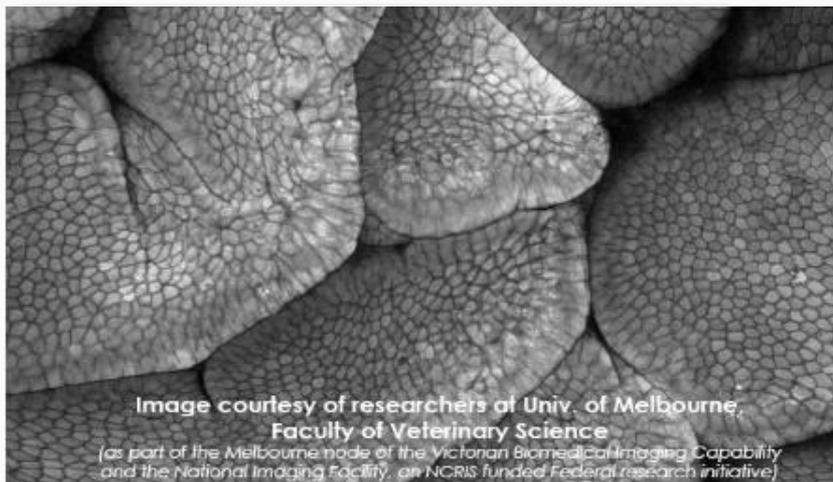
MRS CellLIVE is a powerful, handheld fluorescence confocal endomicroscope imaging system that is designed specifically for *in vivo* research of a variety of animal models in a broad range of studies and investigations. This miniaturised confocal microscope technology enables a broad range of research applications and produces exquisite, high resolution *in vivo* images with fluorescent contrast agents and molecular markers.

The MRS CellLIVE system delivers sub-micron resolution and image clarity unsurpassed in a probe that measures less than 3.5mm in diameter. The image quality will amaze.

Request a Detailed Brochure

- OEM / distribution agreement established February 2014
- MR Solutions specialises in small animal imaging technology
  - MRI, PET, SPECT, CT
- Optiscan technology adds optical microscopy, a key growth area for pre-clinical research
- Sept 2014 - MR Solutions initiates market introduction of the new product – *CellLIVE™*
- See system at [www.mrsolutions.com/products/imaging-systems/confocal-microscopy](http://www.mrsolutions.com/products/imaging-systems/confocal-microscopy)

## Application Examples



*MRS CellLIVE is a powerful, handheld fluorescence confocal endomicroscope imaging system that is designed specifically for in vivo research*

- Based on Optiscan generation-2 platform
- Astounding ultra high resolution
- Full 3D capability
- Integrated scientific analysis software
- Other features:
  - Fast scanning for live tissue imaging
  - Small scanner for mouse imaging
  - Automation of Optiscan's unique depth actuation system enabling 3D imaging
  - High sensitivity for low level fluorescence
  - Spectral filtering for imaging multiple dyes
  - Advanced image processing and analysis
  - Instant 3d rendering and volumetric analysis
  - Integrated subject handling, monitoring, and temperature control.

# CellLIVE™ Market Introduction



CellLIVE™ at the World Molecular Imaging Conference (September 2014, Seoul, Korea)

- See CellLIVE™ online at [www.mrsolutions.com/products/imaging-systems/confocal-microscopy](http://www.mrsolutions.com/products/imaging-systems/confocal-microscopy)
- Production of a flyer for both digital and hardcopy circulation
- Introduction of the system to MR Solutions international distribution network.
- Conference exhibition
  - Inaugural display of the pre-release system at the WMIC South Korea
  - Working CellLIVE™ system on display
  - Burst marketing to delegates
  - Flyer distribution
  - Incorporation in ongoing MR Solution conference exhibit plans
- MR Solutions now taking enquiries in lead-up to formal product release

# Market for pre-clinical imaging and MRS *CellLIVE*<sup>TM</sup>

- Challenges and late stage failures of new therapies is driving pre-clinical research using *in vivo* models (whole animals)
- The pre-clinical imaging market was estimated at US\$800M in 2012 with projected 14.5% annual growth for 5 years
- Two main forms of imaging:
  - Radiological - PET, MRI, SPECT and CT
  - Optical – whole body fluorescence and microscopy
- Whole body optical imaging now has a footprint of well over 1,000 instruments. Key limitations include artefacts due to low contrast and resolution, which drives the need for microscopy
- MR solutions product offerings include above radiological instruments, and now optical imaging
- The MRS *CellLIVE*<sup>TM</sup> represents a key product offering to meet the growing need for optical microscopy as a pre-clinical imaging modality

# News from the show floor (WMIC 2014)...

David Taylor, CEO and Chairman of MR Solutions said “We have been excited about this market introduction for some time but nonetheless have been pleasantly surprised with the interest and market reaction to the *CellLIVE™* system”.

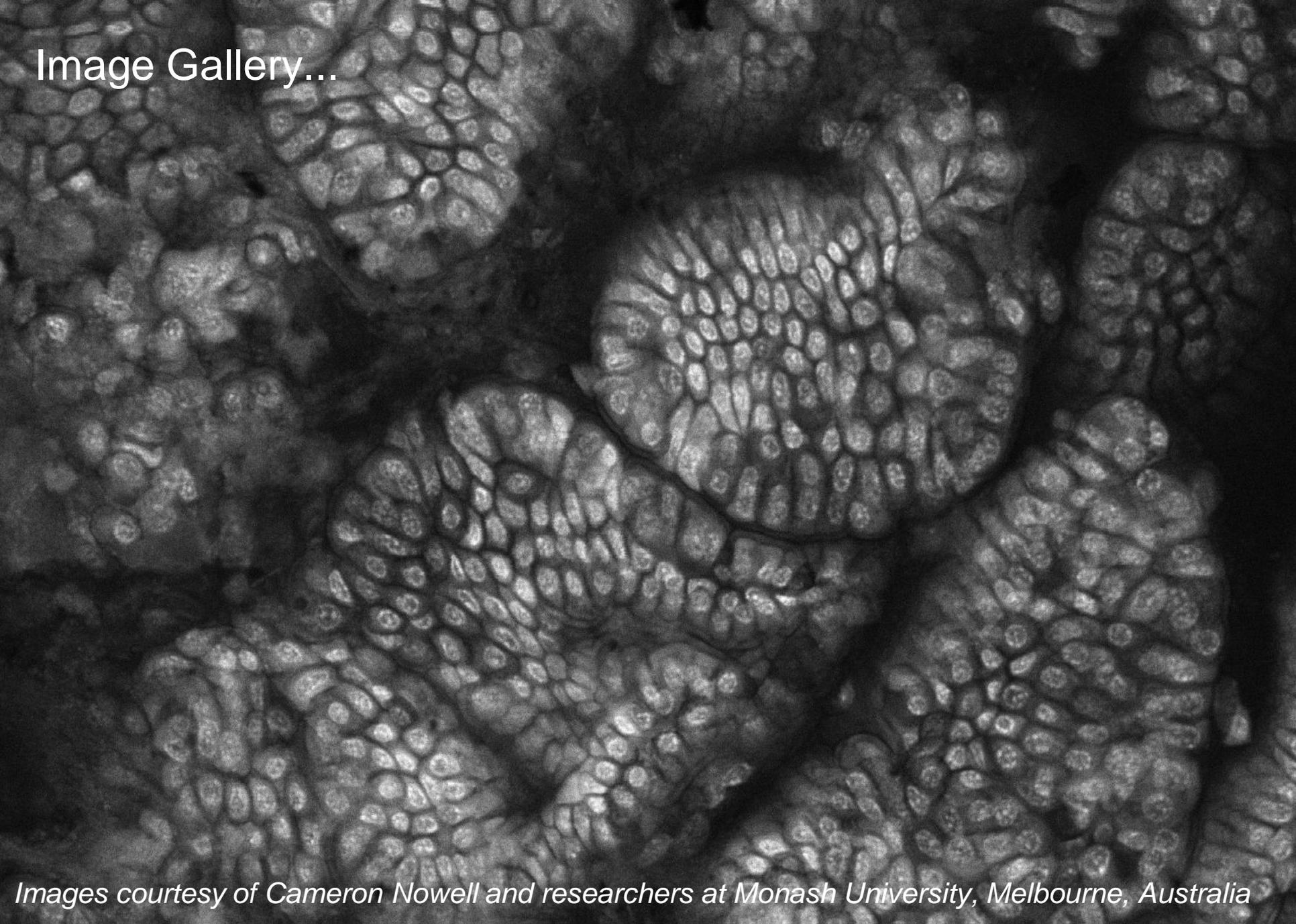
“We have been particularly impressed with the reaction from our distribution network who have been excited about the prospects for sales in multiple regions”.

“MR Solutions is experiencing strong growth in sales of its radiology product lines for small animal research. However, optical imaging is a major new growth area in our market space, and the *CellLIVE™* is an impressive second generation product at the right time to convert that opportunity.”

# CellLIVE™ Product Release

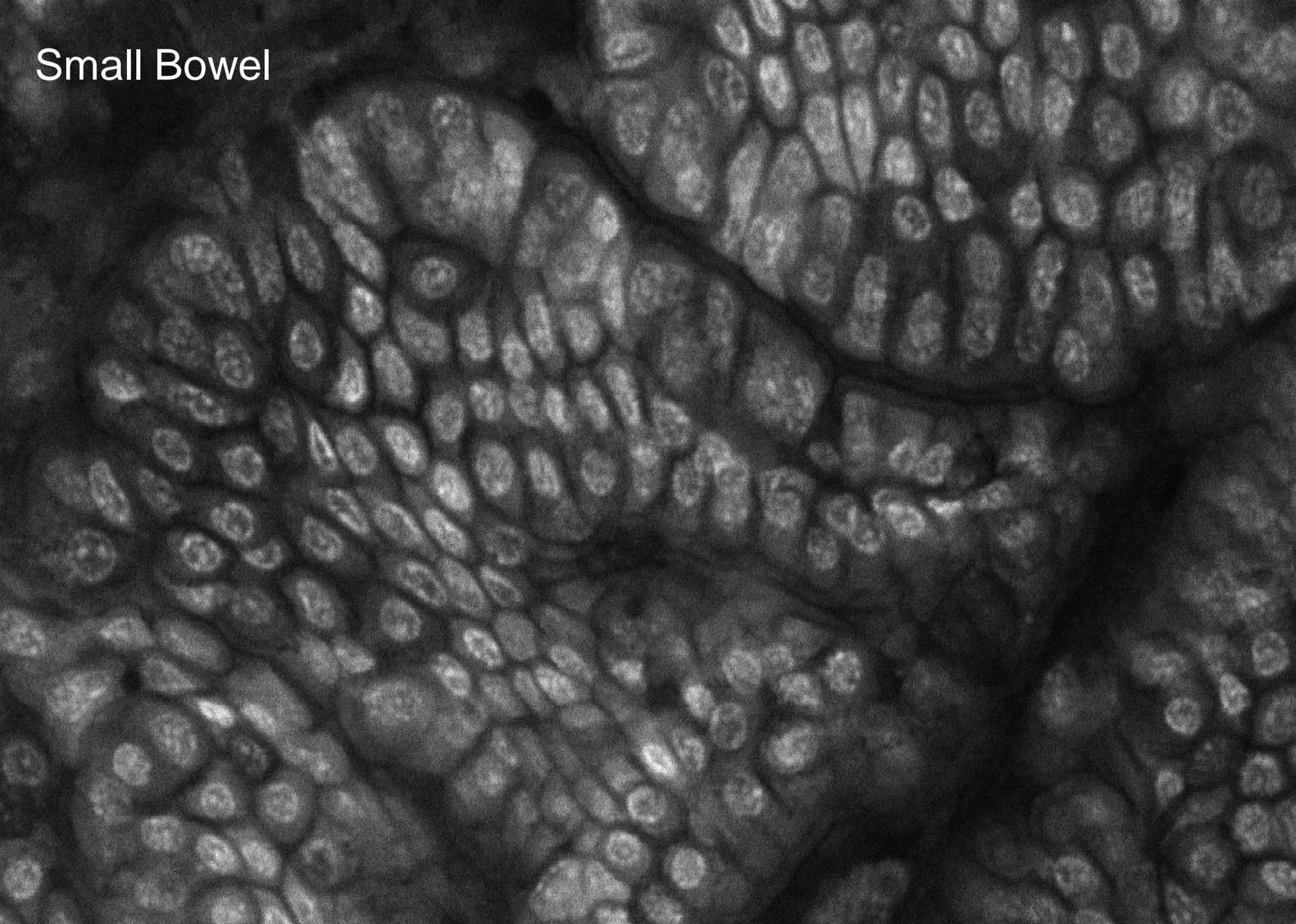
- The MRS CellLIVE™ is a pre-clinical research product and not a medical device. No clinical trials or medical device approvals are required
- Optiscan holds appropriate certifications for release of the components of CellLIVE™ under the active OEM supply arrangement with MR Solutions
- There are a number of final specification refinements and engineering tasks required to progress to product release, but these are regarded by the company as low risk

# Image Gallery...

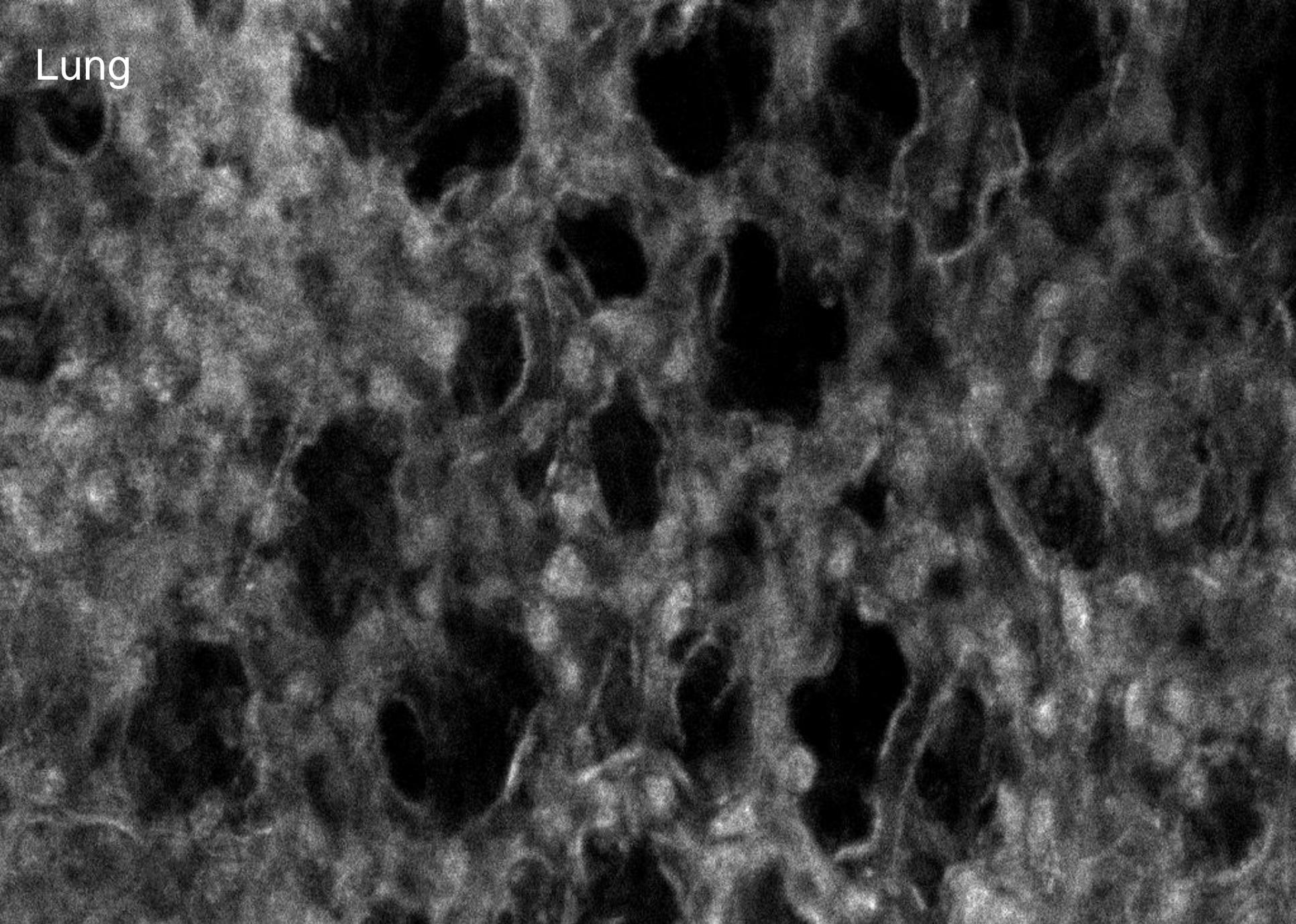


*Images courtesy of Cameron Nowell and researchers at Monash University, Melbourne, Australia*

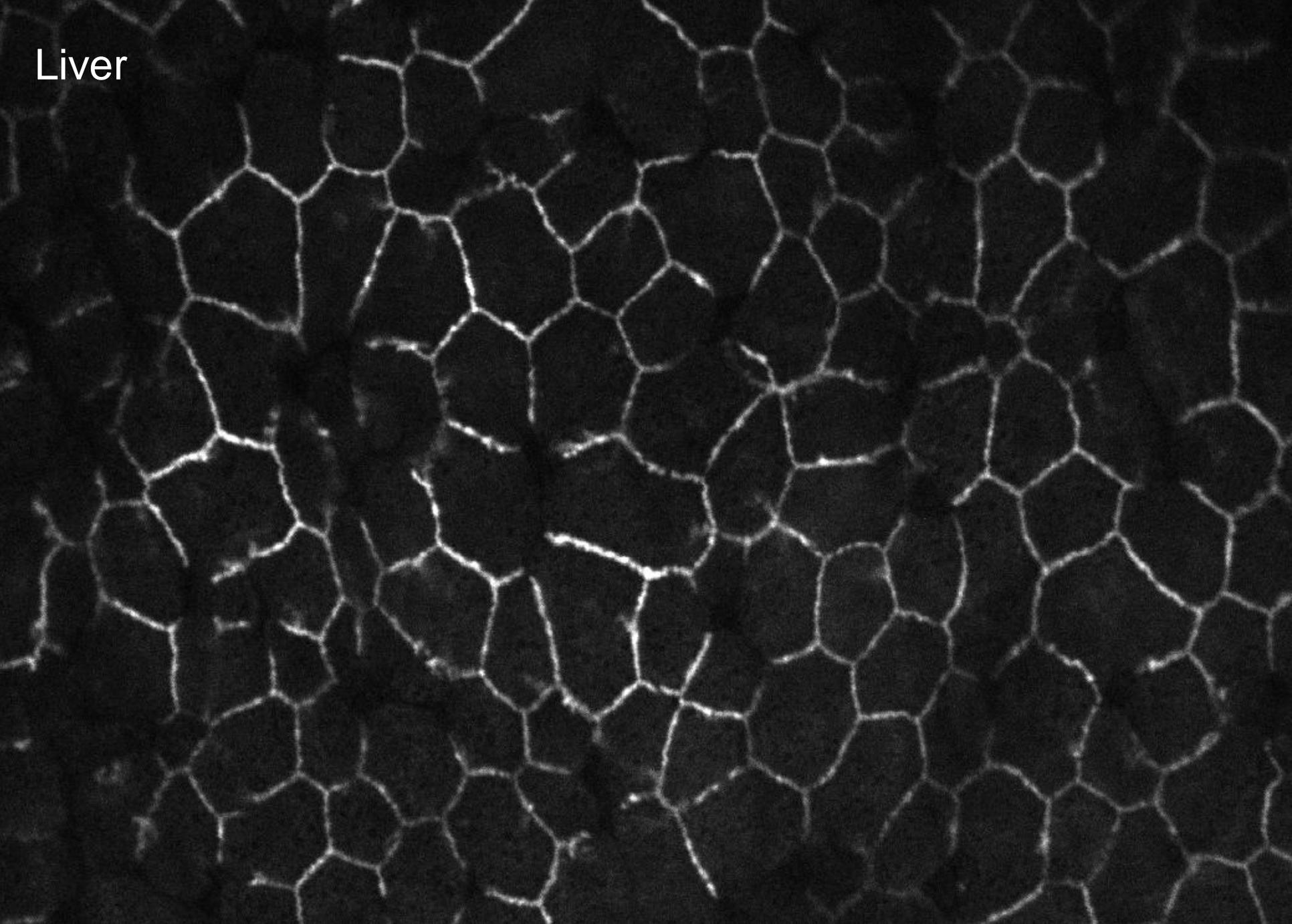
# Small Bowel



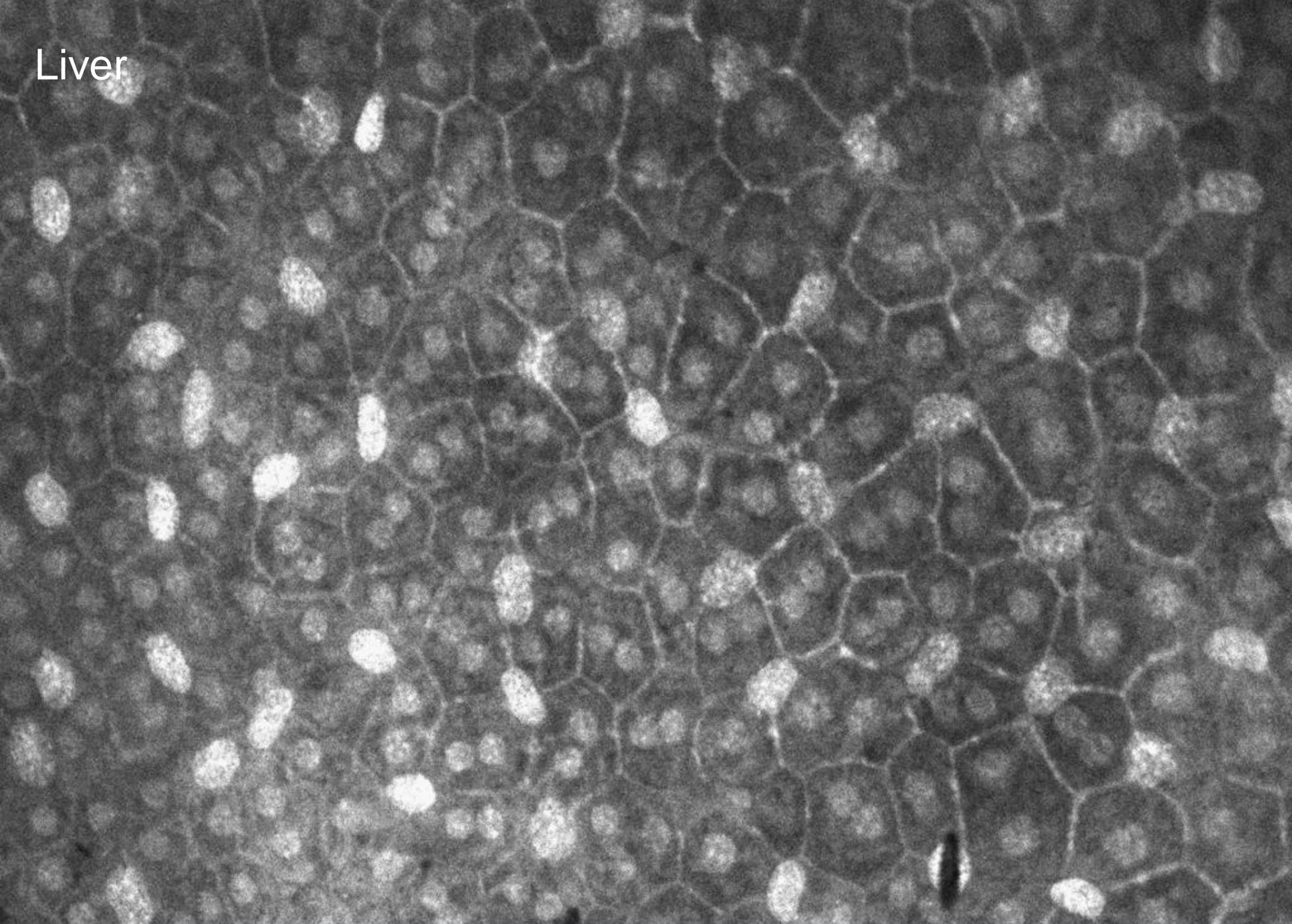
Lung



Liver



Liver



Liver

