



25 August 2014

## ASX Announcement

### 3D MEDICAL MAKES FIRST SALE OF ECHOPIXEL VIEWER

The Directors of Safety Medical Products Limited are pleased to announce that 3D Medical Limited (“3D Medical” or “3DM”) has received its first order for purchase of the EchoPixel viewer, a holographic viewer, to a leading radiology centre.

#### HIGHLIGHTS

- **MoU executed with EchoPixel**
- **Sale of holographic viewer to leading radiology centre**
- **Placement of EchoPixel viewers with key clinicians for development and evaluation**

3D Medical is pleased to advise that after a brief trial period, a leading radiology group has committed to the purchase of an EchoPixel viewer. The t3D-Viewer loads CT and MR DICOM image data and enables doctors to see tissue in open 3D space using holographic projection as if it were a real physical object where they can interact with it using a hand-directed stylus. This combination allows doctors to immediately identify the tissue they seek to evaluate in 3D, determine its location and surrounding anatomy, detect more clinically significant structures, and interactively dissect a tumor or malformation for detailed evaluation. The intention is to use the viewers in a live environment where they can be utilised alongside conventional diagnostic monitors for comparison and to gain a deeper understanding of the technology’s benefits and advantages.

In addition, 3DM has identified and is currently placing viewers with a number of clinicians so that a technological developmental pathway and best practice protocol can be developed around this technology.

3DM has executed a Memorandum of Understanding with EchoPixel Inc.. Under the terms of the MoU, 3DM has secured the exclusive marketing and distribution rights for Australia and New Zealand. Included in the MoU is provision for this exclusive territory to be expanded to include Asia.

“We see this as a critical first step towards developing new and better best practice protocols that take full advantage of this remarkable and revolutionary technology. We are excited by the feedback we have received from leading clinicians across radiology, orthopaedics, cardiology, gastroenterology and neurology” said 3DM Director Frank Pertile.



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“We see broad application for this technology from surgical planning, patient communication, medical training and, following approval from the Therapeutic Goods Administration (TGA) in Australia and Medsafe in New Zealand, as a diagnostic device.” Mr Pertile said.

### **About EchoPixel**

EchoPixel, Inc. is a Silicon Valley company that is building a new world of patient care by providing visualisation and machine learning based solutions that enable doctors to work with and share patient specific body parts instead of images.

### **About 3D Medical Ltd**

Safety Medical Products Limited has entered into a Heads of Agreement to acquire 3D Medical Limited (see ASX Announcement dated 23 June 2014). 3D Medical is an emerging 3D technology company that will offer the healthcare sector a suite of services and technologies that leverage 3D volumetric data. 3DM is focussed on the commercialisation and integration of 3D printing and holographic projection technology into the Australian medical industry.

The application of these two technologies in the field of medicine has the potential to revolutionise patient treatment and care, by providing healthcare professionals with more meaningful information and greater insight into the complexities of patient anatomy.