

Longbow Company Profile

Biotronics3D
Medicine in Three Dimensions

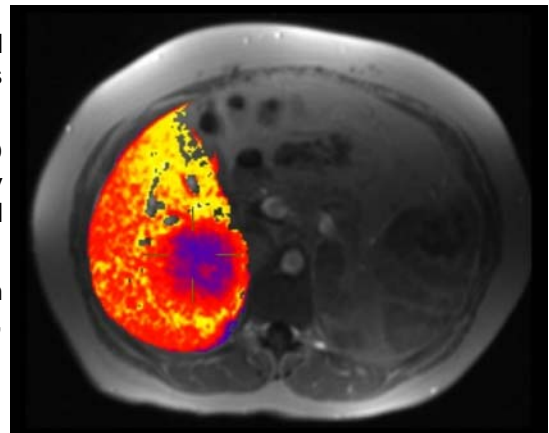
Biotronics3D is a leading developer of clinical analysis and visualisation tools for radiologists. 3DNet Medical by Biotronics3D is the first such solution to be delivered entirely through the internet

Background

Established in 2004, Biotronics3D has developed a suite of advanced medical imaging software applications to give medical specialists time-saving productivity and communications tools.

The software enables the visualization and analysis of 2D and 3D images of anatomical structures and physiological function generated by CT, MRI and PET, helping improve clinical decisions during analysis and treatment planning processes.

The products are currently installed in hospitals in over 30 countries. In the UK, they are installations include Worcester, Bournemouth, Birmingham and Taunton hospitals.



Technology

At the core of all Biotronics3D's products is the 3DNet technology; a 2D and 3D viewer, onto which advanced clinical applications are added. These applications are sold under the 3DNet Examiner brand and include virtual colonoscopy, computer aided cancer diagnosis and blood vessel analysis.

In 2010, Biotronics3D launched 3DNet Medical, which is the first cloud based application, enabling clinicians and patients access to medical imaging from any location, on any internet enabled computer. This enables multi location collaboration as well as rapid, low cost deployment without the need for new equipment. Users can pay on a subscription basis.

Market



The medical imaging industry is a multi-billion dollar industry incorporating hardware (CT, MRI, X-Ray, Ultrasound and PET), software and services. Biotronics3D operates in the software segment which is forecast to reach a market size of \$1.3 billion by 2014 at a CAGR of 11%. This is dominated by sales of PACS (picture archiving and communication systems) with 3D imaging forecast to account for sales of US\$522m by 2014 in Europe alone, up from US\$210m in 2007.

Adoption of advanced medical imaging products has been limited due to their high cost and limited applicability beyond radiology departments. Despite this, Frost and Sullivan reported that "the 3D imaging market has become one of the highest growth segments in the medical imaging field, and this trend is set to persist as these applications become more affordable and research proves their clinical value".

Biotronics3D's cloud based approach will expand the application of imaging beyond radiology by offering flexible working and flexible charging structures.

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