



MatrixView

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Media Release (ASX:MVU)

MatrixView Successfully Completes Clinical Trials and Announces Commercial Deployment of its DATA OPTIMISER

15 March 2007, MatrixView Limited (ASX: MVU) announced today the commercial deployment of its Data Optimiser solution for the lossless compression and rapid transmission of high fidelity medical images. Take up of the product has been swift with the first order coming from the company's German distributor, e.conmed, GmbH.

e.conmed, GmbH will install the Data Optimiser solution on behalf of Germany's largest telecoms provider for deployment in a tele radiology network, enabling the transmission of mission critical high fidelity medical images to remote centres.

The Data Optimiser is powered with a thin web client that is user friendly and intuitive, breaking the cycle of costly and time consuming infrastructure upgrades. It can be easily configured and seamlessly integrated with any DICOM compliant modality in a hospital's existing network. This framework provides a scaleable; tamper proof technology that delivers lossless compression of medical images in a secure environment. While ensuring that HIPAA compliance is maintained, the Data Optimiser supports the majority of the DICOM enabled modalities including CR, CT, MR, US, MG and NM.

In preparation for the global deployment of the Data Optimiser, MatrixView has also undertaken rigorous clinical trials at Precision Diagnostics, Pvt Ltd, Chennai, India, for an independent evaluation, under the supervision of Consulting Radiologists Dr K Rajan, Dr. Bhama, Dr. Bharathi and Dr. Bobji. During this pilot the focus was on reliability, efficiency and security. Apart from the compression savings that enable speedy delivery, the consultants observed that the network utilization was significantly better than normal DICOM transmission. The outstanding performance of Data Optimiser is very visible and boosted the network performance up to a factor of 3 when measured in speed and lossless throughput of data.

Commenting on the trials, the evaluators said, "This solution has assisted in improving our productivity by decreasing the cost and turn-around time of transferring large images and reports by optimising the usage of the current available bandwidth."

The company has also been successfully audited by TUV Rheinland Group for ISO 13485:2003, covering Medical Device Quality Management System and Canadian Medical Devices Conformity Assessment System (CMDCAS). As well MatrixView has completed the CE Marking for the Data Optimiser.

Commenting on the achievement, Arvind Thiagarajan, Chairman and Inventor, MatrixView said, "The CE Marking and ISO 13485:2003 enables MatrixView to market the Data Optimiser to medical facilities in the European Union. The award winning ABO™ technology on which the Data Optimiser is built is again proving to be an industry winner by providing a cost effective and an elegant solution for the lossless compression and rapid transmission of mission critical data. In the coming months we will work towards clearance by the US FDA."

Mr Noel Robertson, Chief Executive Officer, MatrixView said of the commercial rollout of the Data Optimiser, "By collaborating with our industry partners in developing robust and tested products we ensure the shortest lead time to market and with the widest commercial deployment. MatrixView has all ready booked firm orders in Europe and we have a pipeline

of enquiries from Japan, North America and ASEAN, with sales expected to gather pace in second half of 2007.”

About MatrixView

MatrixView Limited (ASX:MUV) is an enterprise that develops and licences its innovative and patented data compression technology Adaptive Binary Optimisation (ABO™).

MatrixView ABO™ is designed to be a core technology using smart or adaptive compression techniques based on content recognition. Data can then be managed, stored, retrieved and transmitted with much greater simplicity.

MatrixView solutions are currently being deployed in the public and private sectors in the United States, Singapore, Malaysia, China, South Africa and India. Today, MatrixView has some of the world's leading Fortune 500 companies among its partners and customers. Headquartered in Singapore, the company has 90 employees with offices in Santa Clara, Melbourne, and Chennai.

The company is the recipient of the prestigious Frost & Sullivan 2005 Global Award for Technology Innovation. More information is available at www.matrixview.com

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