



ASX/Company Announcement

MatrixView successfully completes EchoView Phase I Trial at Singapore KK Hospital

Completion of phase 1 trial marks the launch of MatrixView's breakthrough solutions for the Echocardiogram and Ultrasound markets

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Singapore-based technology developer and IT enabling company **MatrixView Limited [ASX MVU]** today announced the successful completion of Phase I pilot trial for the company's EchoView data-compression solution at Singapore's KK Women's and Children's Hospital, one of the leading pediatric hospital in the region.

The Phase I trial involved the capture of analog Echocardiogram signals from an Echocardiogram machine. EchoView – incorporated in a box developed specifically for the pilot and which is based on MatrixView's Adaptive Binary Optimisation (ABO) technology – successfully captured the Echocardiogram signals and compressed the images losslessly at ratios far superior to any other compression algorithms. The results of high compression ratios and lossless quality had been verified by Ernst & Young technical audit team in Australia.

At the CNBC Asia interview in October 2003, Dr KY Wong, Head Pediatric Cardiology of KK Women's and Children's Hospital, said that a 30-time compression rate "will save us tremendous storage space and give us quality information as well. We can naturally transmit these images over the local area network to different parts of the hospital, including conferences for doctors to be able to view and share these images when necessary. It also helps us in our patient care."

The market potential for Ultrasound imaging is estimated to be worth US\$2.2 billion annually. The completion of Phase I pilot allows MatrixView to launch its EchoView Convert and Capture solutions. MatrixView is now in active negotiations with potential industry partners to rollout these solutions. These solutions capitalize on the legal requirements for hospitals to store echocardiogram images for up to 8 years as well as to replace existing cumbersome video tape storage solutions with a version that stores images on hard drives or digital tape drives and allow doctors and hospitals to save on costs and achieve productivity gains.

MatrixView will now embark on the next stage of development for the ultrasound market, by developing a version that can compress digital echocardiograms at higher ratios to complement its analog solutions. Once completed, the digital version is envisaged to provide equipment manufacturers of Echocardiogram and ultrasound machines the ability to retrieve and store virtually unlimited quantities of echocardiograms and ultrasound scans within the machines, unlike current machines which are limited to 10 – 20 seconds storage limits due to the huge file sizes generated.

"The aim, ultimately, is to develop an integrated platform for Echocardiogram machines with ABO technology embedded inside," said MatrixView Executive Chairman and Managing Director, Ravi Govindan. "This will enable ABO to become the de-facto standard for powering the management of images within echocardiogram machines in the near future."

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About MatrixView Limited: (www.matrixview.com)

Established in 2002 and listed in August 2004, **MatrixView [ASX: MVU]** aims to develop its Adaptive Binary Optimization (ABO) data compression technology as an industry standard by working with leaders in industries including Medical, Wireless, Entertainment, Security and Defense. MatrixView is a Singapore-based company with a global focus and business development team. Our technology developers comprise the best talents gathered from around the world, with years of experience in hardware, DSP, software programming, security encryption and transmission protocols. MatrixView focuses on delivering technology solutions to industries that require mathematically lossless/visually lossless digital content optimization with significant higher compression ratios, faster speeds (near real-time encoding/decoding), lower power requirements and better security. MatrixView seeks to license ABO to industry partners and work with industry leaders to achieve cutting-edge solutions.

About EchoView Convert and EchoView Capture:

EchoView Convert is one of the first solutions (powered by ABO) created for the conversion of analog video tapes that stores echocardiograms into digitized data which can be stored into any generic storage mediums such as hard disk drives, DVD jukeboxes or tape drives.

By converting all analog video tapes into a digital format, problems such as video tape quality degeneration due to fungus growth, inefficient sharing of information between doctors, large storage space required are all eradicated, leading to cost savings and increased productivity gains.

The market for EchoView Convert is potentially huge as most existing hospital facilities that are legally required to store echocardiogram scans and ultrasound images utilize video cassette tape storage as there are hardly any existing digital storage solutions available due to loss of quality created by existing compression technologies.

EchoView Capture

EchoView Capture is the complementary solution created in conjunction with EchoView Convert, where an EchoView box will be linked to an echocardiogram machine, capturing ultrasound and echocardiogram scans and converting the images immediately into a digital format, bypassing the requirement to record onto video tapes.

Both solutions will work in conjunction to create a seamless digital recording and archival solution to enable doctors to work more efficiently towards better patient care.

