



VIDA Diagnostics Introduces Apollo™

Pulmonary Evaluation Software for the quantitative analysis of patients with lung disease

FOR IMMEDIATE RELEASE

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Vancouver, B.C. – VIDA Diagnostics, Inc., a leader in quantitative pulmonary image analysis, announces the introduction of its Apollo™ Pulmonary Evaluation Software, a comprehensive quantitative software solution for the analysis of major lung diseases, including COPD, asthma, and lung cancer, at the Chest 2010 meeting in Vancouver, BC.

Apollo strengthens VIDA's leading quantitative pulmonary solution for lung airway and parenchymal analysis and transforms its use into a high volume, time constrained clinical and clinical trial environment. Apollo, VIDA's first Microsoft release, has significant algorithmic, workflow and dataflow improvements applicable to clinical pulmonary disease analysis.

"We are excited to introduce our Apollo Pulmonary Evaluation Software as a transformative product for VIDA," says Susan A. Wood, Ph.D., President and CEO of VIDA Diagnostics, Inc. "Apollo advances our quantitative approach to pulmonary disease analysis by incorporating the lessons learned from our quantitative imaging experience through academic and clinical trials, and combines it with productivity and connectivity enhancements essential to its widespread clinical use."

Apollo is currently being clinically evaluated at the University of Wisconsin, and the Iowa Comprehensive Lung Imaging Center, (iCLIC) at the University of Iowa where it will be used in ongoing trials to validate image-based COPD and asthma measurements.

"An evidence-based approach at the point of care will become increasingly important to the pulmonary physician in evaluating the extent and change of pulmonary disease," states J. Scott Ferguson, MD, Associate Professor, Pulmonology and Critical Care Medicine, Director of Interventional Pulmonology, University of Wisconsin, Madison, "With Apollo, performing interventions with image-guided procedures by the practicing pulmonologist is now achievable and has great potential to improve patient outcomes."

VIDA Diagnostics is currently exhibiting at Chest 2010 Annual Meeting in Vancouver, B.C. Booth # 1111.

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About VIDA Diagnostics, Inc.

VIDA Diagnostics is a leader in quantitative pulmonary image analysis for the diagnosis and treatment of pulmonary diseases. VIDA Diagnostics develops and commercializes pulmonary applications, establishing quantitative pulmonary imaging in routine clinical practice. VIDA is an established leader in quantitative lung analysis for COPD, emphysema and asthma, establishing objective, quantitative measures for diagnosis, interventional therapies and therapeutic response assessment.

Participating in the emerging pulmonary device market that is expected to grow to nearly \$3.8 billion by 2011, VIDA's vision is to establish lung quantitative CT methods as the standard of care for diagnosis and staging of chronic lung disease. VIDA was founded



by four University of Iowa faculty members, Eric Hoffman, Ph.D., Geoffrey McLennan, M.D., Ph.D., Joseph Reinhardt, Ph.D. and, Milan Sonka, Ph.D. For more information on VIDA Diagnostics, visit: www.vidadiagnostics.com.

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