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## **IMPLICATIONS OF THE GE AND UPMC JOINT VENTURE IN DIGITAL PATHOLOGY**

Tucson, Arizona, June 5, 2008—DMetrix welcomes and congratulates GE Healthcare and UPMC on their joint venture, Omnyx LLC, and its announced entry into the digital-pathology market. The presence of such an entity in this marketplace signals the importance of this market and validates the efforts of multiple start-up firms.

DMetrix is pleased that Omnyx's announcement emphasized the importance of high-throughput imaging as a threshold to reaching significant market share in the growing, US\$2B digital pathology market. This emphasis provides validation for DMetrix's leadership position in high-speed slide scanning. DMetrix first achieved slide scan times below 60 seconds in 2004. The next closest competitor is approaching the 2-minute mark only now, in 2008. DMetrix's leadership position is built on its long-standing innovation record, exemplified by an IP portfolio of more than 30 issued and pending patents.

“GE's announcement represents a disruption to the ranking and future prospects of current digital-pathology companies. The 30-40 second scan time threshold is a prerequisite to claiming market share in the DP market that really only two companies are in position to cross in the near term: Omnyx and DMetrix,” said Michael Descour, President of DMetrix.

We invite all attendees of CAP Futurescape 2008 to visit our exhibit at this meeting and find out more about DMetrix's revolutionary array-microscope technology, our state-of-the-art products, and other innovations.

### **About DMetrix**

DMetrix offers the world's fastest slide scanners available today, based on the unique array-microscope technology. DMetrix first broke the 60-second slide scan-time barrier in 2004 and has continued to lead the field ever since.

DMetrix is a spin-off from the world-renowned University of Arizona College of Optical Sciences and the College of Medicine Department of Pathology. The Department of Pathology was the home of founders of Sunquest and Ventana Medical Systems.

DMetrix has received two prestigious R&D100 Awards for its array-microscope products and was a Runner Up, along with GE Healthcare and IBM Research, in the 2005 *Wall Street Journal* Global Innovation Awards. DMetrix's growing user community spans North America and Europe. For more information on DMetrix, visit [www.dmetrix.com](http://www.dmetrix.com) or call 877-DMETRIX.