

# Cellvizio® News

by  Mauna Kea Technologies

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## EDITORIAL

In mid-October, we were very pleased to report the close of enrollment for two company-sponsored multi-center international Cellvizio studies in GI endoscopy: the "DONT BIOPCE study" and the "Cellvizio ERCP registry". This is a significant achievement for the company and our deep appreciation and thanks go out to everyone involved. Preliminary findings from both studies will be presented at Gastro 2009. In recent months, we also saw significantly increased media coverage and the publication of the first study of Cellvizio in bladder cancer detection. These are exciting times and we look forward to seeing you all at Gastro 2009 in London!

**Sacha Loiseau, PhD.**  
President, CEO and Founder



## Upcoming Events

### Medical Meetings

- October 22-23 **Videodigest**  
Paris, France
- October 17-21 **Neuroscience 2009**  
Chicago, USA
- November 21-25 **United European Gastroenterology Week and World Congress Of Gastroenterology**,  
London, United Kingdom
- December 14-15 **Amsterdam Live Endoscopy 2009**,  
Amsterdam Holland

## Cellvizio around the world

### Cellvizio demonstrated live for the first time in Asia at Global Chinese Conference on GI Endoscopy



About 500 Chinese doctors attended a live demonstration of Cellvizio in Shanghai, China on September 12th at the Global Chinese Conference on Gastrointestinal Endoscopy Live transmission.

Pr. Yang Chen from University of Colorado Hospital in Aurora, USA, who also led our multi-center "Cellvizio ERCP registry" international study conducted a live demo on a 33 year-old female patient with suspected high grade dysplasia in the antrum.

Pr. Chen was able to quickly capture steady images in the stomach, identifying "distinctive features" of what he ultimately deemed to be cancer. The patient later received an ESD treatment.

### Dr Carr-Locke Demonstrates Cellvizio on Colorectal Polyps at BILEC



Dr. David Carr-Locke successfully demonstrated Cellvizio on two patients as part of a live feed from Brigham and Women's Hospital to the 300 gastroenterologists, surgical endoscopists, gastroenterology fellows, and GI nurses who attended the Boston International Live Endoscopy Course (BILEC) in early October.

In both cases, Dr. Carr-Locke was able to quickly observe abnormal tissue, resect the polyps and go back with Cellvizio to ensure that he'd removed all the suspicious tissue.

## Cellvizio LAB News

### VisualSonics Launches Cellvizio LAB NeuroPak™ for Deep Brain Imaging in Small Animals at Neuroscience 2009

Pre-clinical researchers using Cellvizio LAB now have access to NeuroPak™ - an implant/probe combination kit that allows them to insert Cellvizio into the heads of living, moving small animals to monitor how the cells in their brains react to different stimuli in real time. Distributed by VisualSonics, the NeuroPak System includes a small implant and a flexible, lightweight CerboFlex™ Probe.

**See our website for more details.**

## Training Opportunities

**October 15-16** **University of Chicago**  
Chicago, USA

**November 12-13** **Hospital St Philibert**,  
Lille, France

For more detailed information on Cellvizio's involvement at the conferences, [please click here](#)

## Spotlight: urology



The first study of Cellvizio in bladder cancer detection was featured on the cover of the October issue of The Journal of Urology.

Dr. Joseph C. Liao and colleagues from Stanford and the Veterans Affairs Palo Alto Health Care System found that Cellvizio helped them differentiate inflammation from malignancies in the bladder in real time.

They expect to start a larger confirmatory study shortly.

## Media update

Cellvizio was the subject of intense media coverage this summer. The system was featured in numerous television news segments and trade publications.



Dr. John Saltzman from Brigham & Women's was featured in the television piece, "Optical Biopsy" which aired in a total of nine U.S. markets reaching over an estimated three million viewers.

[Click here to see the article on wkowtv.com](#)

Other media coverage includes:

- Indianapolis Star Q&A with Dr. David Wilson, Columbus Regional Hospital. [View here](#)
- WAVE-TV (NBC) Louisville, KY with Dr. Wilson. [View here](#).
- Nice Matin news article with Princess Caroline of Hanover at Princess Grace Hospital, Monaco. [View here](#).
- InVivo, "Top Ten Medical Device Start-Ups to Watch" July 2009
- Nature Method, "Getting Inside Their Minds" October 2009

## Cellvizio user community

### SITES WE'RE WELCOMING TO THE CELLVIZIO USER COMMUNITY

- University of Virginia Medical Center
- Oregon Health and Science University
- Tulane Medical Center
- The University of Alabama at Birmingham
- Georgetown University Hospital
- Scientific Center of Children Health, Moscow
- Prince of Wales Hospital, Hong Kong

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