

For Immediate Release:

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CoActiv Launches PACS into the Clouds With an Internet Cloud-Based Option and Airline Image Access at 30,000 Feet

March 3, 2010—Ridgefield, Conn—CoActiv, the enterprise image and data management specialist, launches its advanced EXAM-PACS[®] web-based PACS into the clouds—literally and figuratively—with its latest enhanced technological innovations. The forward-thinking company announces a cloud-based option that will enable secure, anytime, anywhere live access to its EXAM-PACS application and PACS images and data over the Internet. At the same time, it debuts a unique mobile Apple iPhone/iPad technology that can connect via a virtual private network (VPN) over an airline WiFi connection to enable secure medical image review in the clouds at 30,000 feet.

“Today’s ultra-fast and widely available Internet and network connectivity have opened the door to a whole new range of flexible communications options unimaginable just a few short years ago,” says Ed Heere, president and CEO of CoActiv. “CoActiv is committed to staying ahead of the technology curve to enable its customers to take advantage of the most advanced functionalities possible in today’s environment, and now, for the first time, even the sky is no longer the limit.”

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The newest option in its family of PACS offerings, CoActiv's new cloud-based EXAM-PACS delivers all the features and functionalities of its web-based product with the freedom of anytime, anywhere Internet access for any authorized user. Residing on dedicated hosted CoActiv servers, the new cloud-based solution can be accessed using any Internet connection, providing all the advanced image analysis, management and storage options synonymous with the CoActiv name. Images are archived on CoActiv's EXAM-VAULT[®] QUAD-REDUNDANT ARCHIVE[®], which has always been cloud-based and vendor neutral with ultra-secure and reliable mirrored storage in four geographically distinct locations. All images are stored in a DICOM standard, vendor-neutral format so that they can be accessed by any vendor's PACS solution, whether or not the user has access to EXAM-PACS.

"The new cloud-based EXAM-PACS service enables unlimited scalability and virtually eliminates the need for local IT support and software upgrades," comments Heere. "Additionally, with our pay-per-exam storage for the lifetime of the study, sites can move PACS expenses from a capital equipment to an operating budget, offering an important new option in today's challenging healthcare environment."

Adding to the flexibility of image access, CoActiv is the first vendor to support instant image access through the Apple iPhone and iPad for users traveling in airplanes. "Downloading CT exams of about 350 images has been accomplished in less than five minutes," he comments. "With the new iPad, these exams can be viewed in sufficient size to enable genuine, meaningful image review."

Heere explains that at RSNA 2009, CoActiv introduced EXAM-PACS bi-directional compatibility with the award-winning OsiriX Mobile viewer, which runs on the iPhone itself. Recently, it extended this

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functionality to support the soon-to-be-introduced iPad. With EXAM-PACS' built-in interface, no special software is required other than the OsiriX viewer running on the phone or tablet.

When in the air, users simply connect to their CoActiv server through the airline's WiFi connection, and using the iPhone or iPad's built-in VPN they are ready to read images in a different type of "cloud" environment.

"The flexibility for image access is truly amazing," Heere comments. "Many of the barriers to fast, efficient, integrated patient care have now been eliminated. Whether in the same enterprise or across the globe--and now even when miles above the globe-- these new cloud technologies will enable physicians to access prior exams for comparison as well as to view recent images for patients in the ER and elsewhere at the touch of a button. Referring physicians will receive exams more quickly and easily than ever before, while consulting and collaboration on cases will be almost instantaneous. As always, CoActiv is the first to offer these exciting innovations."

About CoActiv Medical

CoActiv Medical[™] is a software and IT systems provider to hospitals, imaging centers and specialized medical practices, offering a complete line of PACS, teleradiology and DICOM utilities through their EXAM-PACS[®] picture archiving and communications system. EXAM-PACS is an all-inclusive, affordable, enterprise and/or cloud-based PACS solution with image management tools designed for

easy integration into imaging facilities of all sizes. CoActiv also offers modular PACS components, including the EXAM-FILER[®] CD-Burning Solution, Vendor-Neutral, Cloud-Based EXAM-VAULT[®] Quad-Redundant Archiving[®], patent-pending EXAM-SENDER[®] Referring Physician System, EXAM-3D[®] full-featured 3D color reconstruction and visualization, EXAM-NET[™] Teleradiology suite and EXAM-RIS[®]. These are all also available individually to add advanced functionality for imaging facilities with existing PACS solutions. **Contact CoActiv at (203) 431-0002; ed.heere@coactiv.com; www.coactiv.com.**