

FOR IMMEDIATE RELEASE:

**inviCRO to Host *Translational Imaging Symposium* in Boston, MA on Oct. 9, 2014
featuring Leading Imaging Scientists in Drug Development and Research**

Symposium highlights the leveraging of imaging-based biomarker informatics to revolutionize the translational research and drug development process

BOSTON, MA (October 7, 2014) – [inviCRO](#), a leading provider of imaging service solutions and analysis software for drug discovery and development, will host its second [Translational Imaging Symposium](#) on Thursday October 9th at District Hall in Boston's Innovation District. Subject matter experts from major pharmaceutical companies and academia will share insights into how translational imaging, imaging data, and imaging-based bioinformatics is fundamentally changing the drug development process.

“There is significant and growing pressure being placed on pharmaceutical and biotech companies to improve the economics of drug development,” says Matt Silva, Senior Director of Imaging Research at inviCRO. “The wealth of quantifiable data being generated by translational imaging can be used to better understand therapeutic efficacy and translational viability. As such, our symposium is the forum for thought-leaders in the field to share insights into new approaches, best practices, and key findings across a variety of imaging modalities and therapeutic areas.”

A number of experts in imaging and drug development will be speaking at the symposium, including:

- **Nathalie Agar, PhD**, Assistant Professor, Harvard Medical School
- **Daniel Bradley, PhD**, Head of Biomedical Imaging Group, Takeda
- **Tom Bocan, PhD**, Head, Preclinical in vivo Imaging, USAMRIID
- **Christopher Contag, PhD**, Professor, Stanford
- **Julius Decano, MD**, Brigham and Women's Hospital
- **John Frangioni, MD, PhD**, CEO, Curadel
- **Catherine Hines, PhD**, Associate Principal Scientist, Merck
- **Tim McCarthy, PhD**, Director, Clinical & Translational Imaging, Pfizer
- **Paul McCracken, PhD**, Director, Head of Preclinical Imaging, Eisai
- **Ajay Verma, MD, PhD**, Vice President, Experimental Medicine, Biogen Idec
- **Anna Wu, PhD**, Director, JCCC Cancer Molecular Imaging, UCLA / ImaginAB

“Translational Imaging has become an important part of the drug development process, particularly in the drive toward personalized treatments,” says Susan Windham-Bannister, Ph.D., President & CEO of the [Massachusetts Life Sciences Center](#), the agency charged with



implementing Governor Patrick's 10-year, \$1 billion Life Sciences Initiative. "The MLSC has made some important investments in translational imaging, including a \$10 million grant to the Dana-Farber Cancer Institute to fund construction of their new molecular imaging facility. This symposium will bring leaders in the field together to share information and identify opportunities for collaboration."

In addition to the scientific sessions, a "new technology" exhibit hall will feature sponsors and technology leaders in the *in vivo* imaging instrumentation and molecular agent fields, including [VisualSonics](#) (high-frequency micro-ultrasound and photo-acoustics platforms), [Sofie Biosystems](#) (bench-top PET systems and PET imaging agents), [Mediso USA](#) (multi-modality pre-clinical imaging), [Bruker Biospin](#) (multi-modality pre-clinical imaging), and [Aspect Imaging](#) (compact MRI systems). Other sponsors include the Translational Imaging Center, Takeda, RadMD and ImaginAb. Additional supporting organizations include Massachusetts Life Sciences Center, World Molecular Imaging Society and Massachusetts Biotechnology Council.

Complete details on the symposium are available at www.imagingsymposium.com.

About inviCRO:

[inviCRO](#) is an imaging informatics company offering full-service tissue-to-human imaging, analysis and data management services powered by their industry-leading software platforms. In addition to their multi-modality imaging facility in Boston's Innovation District, inviCRO's services are delivered through a network of validated partners highlighted by the co-managed cyclotron facility at the [Translational Imaging Center](#) (inviCRO, MPI Research, 3DI). inviCRO's image processing suite ([VivoQuant™](#)) and data management platform ([iPACS®](#)) are used by a majority of the top 25 pharmaceutical companies. The interdisciplinary team of inviCRO scientists have managed and/or processed 500+ imaging trials across a broad spectrum of therapeutic areas.

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