



Company Overview

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Company Overview

Background

Breast cancer is the most common malignancy found among women in the US. \$4B is spent annually on breast cancer detection. Additional \$1B per year is spent on new detection equipment. It is recognized that early detection of breast cancer increases survival rates and can prevent disproportionate treatment.

The Company

Founded in 2006, Real Imaging is developing a comprehensive imaging solution for breast cancer detection which is both accurate and patient-friendly. Real Imaging's MIRA technology is suitable for women of all ages and will improve early detection rates and reduce treatment costs by decreasing the amount of false diagnoses.

The Company now has its 4th generation advanced prototype. A GCP-compliant pilot clinical multi-center trial is in progress in leading medical centers in Israel.

Real Imaging aims to become a leader in the breast imaging industry.

Real Imaging's Core Technology

Real-Imaging's MIRA™ (Multi-dimensional Infra-Red Analysis) technology offers a non-contact, painless, radiation-free scan followed by quantitative analysis of the obtained multispectral signals.

A MIRA examination is quick and gives conclusive results. Unlike other breast imaging techniques that primarily provide information on the anatomical structures, Real-Imaging's technology translates functional and physiological information into accurate and reliable results. Preliminary clinical tests have shown superior results.

The Real Imaging solution can be integrated into the current diagnosis process.

Competitive Advantages of MIRA

- Provides high accuracy
- Reduces unnecessary biopsies
- Offers an early-detection solution
- Suitable for women of any adult age
- Safe – no radiation
- Painless – no breast compression



Women

- Earlier Detection
- Lesser Worries – fewer false positives
- Safe
- Painless



Physicians and Imaging Facilities

- Better Practice
- Non Subjective
- Reduced Liability
- Increased Revenues



Medical Insurers

- Cuts Disease Management Costs:
 - Fewer Biopsies
 - Cheaper Early Stage Breast Cancer Treatment Costs

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a mission for life

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