



UP-AND-COMING BUSINESS FROM YORKSHIRE – Image Analysis Ltd MAKES NATIONAL AWARDS SHORTLIST

September 2009

Image Analysis Ltd is named as finalist in Young Entrepreneur of the Year

Thriving new business Image Analysis Ltd from Leeds, Yorkshire, UK has been unveiled as a finalist at the Startups Awards 2009 in the Young Entrepreneur of the Year' category, handing it the chance to win the £5,000 top prize.

Image Analysis Ltd's place among the finalists of this year's Startups Awards is testament to the company's originality, flair and strong prospects for growth. With such strong competition, to have reached this stage is, in itself, a superb achievement," says Sara Rizk, deputy editor, Startups.co.uk.

Image Analysis Ltd combines leading expertise in medical imaging and advanced computer science to bring practical innovation to the computer-aided diagnosis market. The company develops unique computer-aided detection (CAD) solutions for radiologists to interpret Magnetic Resonance Imaging (MRI) data in clinical practice and clinical research. The analysis software can be used as a de facto research platform in clinical trials or as a guidance tool for clinicians. It allows enhanced data quality by eliminating patient motion artefacts, which might lead to erroneous conclusions or patient re-scanning. With advanced visualisation and diagnostic capabilities, the software allows for a quick initial assessment of the data, processing the bulk of images automatically. Thus improving clinical efficiency.

The company's first product, Dynamika-RA, developed specifically for rheumatologists (www.dynamika-ra.com). The algorithms behind the software came from PhD research conducted in the University of Leeds by the company founder and managing director Dr. Olga Kubassova, and were developed in collaboration with key opinion leaders with expertise in immunology and rheumatology.

"We are proud to see Dynamika in clinical settings benefiting doctors and patients alike! It is a fantastic tool and we are working everyday with our users to make sure that Dynamika incorporates the most recent scientific techniques as well as state of the art methods," says Dr Olga Kubassova.

Image Analysis also offers a comprehensive range of consultancy and data services to clinicians, researchers, medical physicists, pharmaceutical companies and manufacturers of MRI Scanners. Jeremy Nettle, chairman of Image Analysis, with over 21 years experience in Clinical IT said, "Image Analysis Ltd is a company that is poised to make a significant difference in the monitoring of treatment for patients. Clinicians are able to save significant time diagnosing each patient and achieving more reliable results! Being a finalist in the Young Entrepreneur of the Year is an amazing accolade for our Team and their tremendous dedication.



The Startups Awards 2009, organised by Startups.co.uk, comprises of 12 categories, each showcasing the best new businesses in the UK. The overall winner will walk away with a £5,000 cheque.

The winners will be unveiled at a prestigious awards ceremony and three-course luncheon to be held at the Marriot Hotel, Grosvenor Square on Friday 13 November, 2009.

Dr Olga Kubassova, Managing Director and Founder of Image Analysis, comments: "We are thrilled to be a finalist in the Young Entrepreneur of the Year category and very much look forward to the awards ceremony in November. It's great that all our dedication and hard work has been recognised by Startups.co.uk, and we're delighted to be in with a chance of not only winning the category but also the much-coveted 'Startups Business of the Year' prize."

Startups.co.uk is the UK's largest independent online resource for budding entrepreneurs and the Startups Awards is one of the leading events on the small business calendar.

To be eligible to enter the Startups Awards 2009, businesses must have been trading for less than three years, be privately owned, and employ fewer than 60 people.

This year's judging panel consists of some of the UK's most successful entrepreneurs, including Doug Richard, founder of School for Schools, Margaret Manning, CEO, Reading Room and Will King, founder King of Shaves.

The judges look at a wide range of criteria; in particular, business success either by increase in sales and unit volume, market research and identification of customer focus, organisational and team building effectiveness, strategic planning, overcoming obstacles and barriers to success, visionary leadership and social and community responsibility.

Image Analysis Ltd

Image Analysis Ltd a new Innovative Company (www.imageanalysis.org.uk), which specialises in developing computer-aided algorithm for MRI data analysis This is of particulate interest in early diagnosis, quantitative evaluation of patient progress and treatment effect. Main applications for the algorithms are in rheumatology, cancer and general immunology. The company's core product Dynamika is currently being used in RCT, R&D projects, and clinical research. Dynamika allows automating clinical workflow and improving data quality, which lead to the increase of productivity of staff, reduction of costs and elimination of human bias from the evaluations. There are number of appealing features such as advanced visualisation and automated reporting system, which give doctors statistical and visual results in a speedy manner.

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