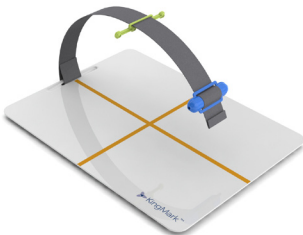




Voyant Health, Ltd. announces the launch of KingMark™, a pioneering calibration marker that routinely and accurately calculates the radiological magnification of the hip.

THE UNIVERSITY OF
WARWICK



KingMark's innovative double markers—one behind the pelvis and the other in front—determines radiological magnification of the hip.

Columbia, MD – March 1, 2010. Voyant Health, Ltd. introduces KingMark™—an innovative, double-marker, calibration device that virtually eliminates errors in positioning markers on patients for hip replacements. Developed by orthopedic surgeon Mr. Richard King, at University Hospitals Coventry and Warwickshire NHS Trust, in collaboration with Professor Damian Griffin at the University of Warwick's Medical School, KingMark works in concert with Voyant Health's digital templating software, TraumaCad™.

In the United States, more than 200,000 people have total hip replacements each year—and the numbers are growing dramatically. By 2030, it's expected there will be well over 500,000 total hip replacements in the United States. KingMark offers the first reliable method of routinely measuring radiological hip magnification, which will improve the accuracy of pre-operative planning and save surgeons and radiology departments time and money.

"KingMark has removed all of the uncertainty about scaling digital radiographs for hip replacement. Our radiographers find it easy to use, and I can be confident that the measurements I make on scaled radiographs are correct."

KingMark uses two separate radio-opaque markers—one behind the pelvis and the other in front, as the patient lies supine. The anterior marker is a flexible strap that secures radio-opaque balls at regular intervals. The posterior marker is a radiolucent pad with steel rods embedded in a vertical row. TraumaCad automatically detects the presence of KingMark in an x-ray, determines the magnification percentage, and sizes the image accurately.

Professor of Trauma and Orthopaedic Surgery at Warwick Medical School, Professor Damian Griffin said, “KingMark has removed all of the uncertainty about scaling digital radiographs for hip replacement. Our radiographers find it easy to use, and I can be confident that the measurements I make on scaled radiographs are correct. It is now unusual for my pre-operative templating not to be exactly right.”

Orthopedic surgeon at UHCW, Mr. Steve Krikler added, “Since changing to KingMark I have found the acetabular cup size to be very accurately predicted from the template, and the femoral size is also much more accurately predicted. I am now much more confident in choosing the stem offset and other parameters which are within my control. I always template my arthroplasties in TraumaCad and I will only accept pre-operative images which include KingMark.”

Warwick Ventures (who deal with the commercialization of the University’s intellectual property) approached Voyant Health, the makers of TraumaCad. The company saw the immense potential for the product to address one of the main concerns in pre-operative planning—accurate positioning of calibration markers. Immediately, Voyant Health secured exclusive, global distribution rights to this patented technology.

“Before KingMark, accurate calibration relied on a single marker being exactly located in the coronal plane of the hips, requiring special expertise and extra time from technicians,” said Adam Ehrenraich, M.D., Vice President of Clinical Solutions at Voyant Health. “KingMark is quick and easy to position correctly, even on very large patients—eliminating mistakes that affect accurate calibration during pre-operative planning. And, a nice side benefit is that KingMark is much less awkward for patients and staff—eliminating intrusive positioning of a device between the patient’s thighs.”

“TraumaCad is the perfect complement for KingMark, because it takes all the guesswork out of calibrating images”, said Zeev Glozman, CEO of Voyant Health. “TraumaCad automatically detects the presence of KingMark’s balls and rods within an image, determines the magnification percentage, and sizes the image accurately.”

Voyant Health will unveil KingMark at the annual meeting of the American Academy of Orthopaedic Surgeons (AAOS), March 9-13, 2010 in New Orleans, LA at the Morial Convention Center, Hall A, Booth #169. The product will be available worldwide following its launch.

For more information about KingMark, visit www.voyanthealth.com/kingmark.



About Voyant Health

Voyant Health™ is the new name of Orthocrat—the creator of TraumaCad™. Voyant Health has one mission: dramatically improve the orthopedic surgeon's work life to support high-quality care and allow more time with patients. We help surgeons do this every day by delivering integrated workflow solutions for the clinic, the hospital, the operating room, and beyond.

TraumaCad™, our surgical planning solution, allows surgeons to replicate every action currently performed by tracing on x-ray films, only more conveniently and much faster. TraumaCad is installed at over 1,000 locations in ten countries, including hospitals, clinics and academic institutions. OrthoWeb™ is a highly-secure web-based environment allowing surgeons to upload and access templated images and surgery specifications over the internet—extending their planning beyond the clinic, even into the operating room. VoyantFlow™ provides effortless distribution of patient images to exam rooms. Walk into the exam room, swipe a card, and instantly view the patient's images.

Voyant Health has offices in Columbia, MD; London, UK; and Tel Aviv, Israel.

About University of Warwick

The University of Warwick is one of the UK's leading universities, with an acknowledged reputation for excellence in research and teaching. Warwick Ventures is the technology transfer office at the University of Warwick. We exist to foster a culture of entrepreneurship amongst our academic community and generate revenue from the commercialisation of the university's research, thus contributing to the independent financial development of the University whilst lessening the reliance on central government.

About University Hospitals Coventry and Warwickshire

University Hospitals Coventry and Warwickshire (UHCW) NHS Trust is one of the newest and busiest NHS teaching Trusts in the country, caring for over 1 million people from across Coventry, Warwickshire and beyond.

We run University Hospital, Coventry and the Hospital of St Cross, Rugby, focusing on quality patient care, stringent infection control and specialising in cardiology, neurosurgery, stroke, joint replacements, IVF, diabetes, cancer care and kidney transplants.

Our focus is on providing and improving quality of care, whilst embracing innovation to deliver enhanced productivity and improved services and fulfilling our mission to Care, Achieve and Innovate.

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