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Significant professional endorsement as clinical study is published

In July, we reported that outcomes achieved in clinical trials (achieving high diagnostic accuracy) had been accepted for publication in *Gastroenterology*, the most prestigious international peer-reviewed journal in the field of gastrointestinal medicine.

Optiscan's technology has been prominently featured on the cover, and as a lead article, in the current edition of *Gastroenterology*, providing unparalleled positioning in the key target market.

Further to the acceptance for publication (a rigorous process in itself), the issue in which the final manuscript is published has now been released, and includes enthusiastic editorial comment, recognising the significance of this new technology to the field of gastroenterology. The publishers also composed a montage of images from the study for the cover artwork of the issue, as well as featuring the article in the preface.

The editor, Prof Nathanson of Yale University, USA, praised the study investigators for the work, and also made substantial comment on the likely significance of the technique to address numerous other clinical problems. He predicted many future generations of application. Commenting on the pivotal nature of the technology, he concluded, "We may now be merely scratching the surface of what lies ahead in the marriage of microscopy and endoscopy."

The cover and editorial are available free at www.gastrojournal.org. The article itself is available to journal subscribers or for "pay per download" at the site.

This is a significant independent endorsement over and above being selected for publication, adding weight to the findings of the study, and enhancing the profile of Optiscan's unique and patented technology. It will also facilitate Pentax's marketing efforts in raising both awareness and acceptance of the technology as they move toward product release.

Further information:

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