



IBA to Present Proteus[®]ONE and Award-Winning Ambient Experience at AAPM 2014

Louvain-la-Neuve, Belgium, July 18th, 2014 - IBA (Ion Beam Applications SA), the world's leading provider of proton therapy solutions for the treatment of cancer, announces that it will present its Proteus[®]ONE* and unique Ambient Experience designed with Philips at the Annual Meeting of the American Association of Physicists in Medicine (AAPM) from July 20-24, 2014 in Austin, Texas, USA.

IBA will hold a Proton Therapy Symposium at AAPM on July 22nd to present the advantages of Proteus[®]ONE and show how it enhances IMPT accuracy with advanced image guidance, whilst also offering a soothing patient experience through its clinically optimized design, the Red Dot Best of the Best award-winning Ambient Experience.

Working with clinicians and nurses in the development of proton therapy worldwide over the last 25 years has led the IBA team to understand that successful treatment does not only depend on proton beam physics. Proteus[®]ONE has been designed to enhance patient experience and to facilitate medical staff's daily practice at the same time.



Based on insights from patient groups, healthcare staff and experts, Philips and IBA have managed to develop a solution that improves the overall patient and staff experience, turning a cold, impersonal environment into a comforting and reassuring one. Designed for Proteus[®]ONE, integrating technology, spatial design and workflow improvements to create comfortable, stress-reducing environments, the Ambient Experience has been awarded the "International Red Dot Best of the Best Award 2014" for its unique contribution to patient well-being.



About Proton Therapy

Proton Therapy is considered the most advanced and targeted cancer treatment due to its superior dose distribution and fewer side effects. Protons deposit the majority of their effective energy within a precisely controlled range, directly within the tumor, sparing healthy surrounding tissue. Higher doses can be delivered to the tumor without increasing the risk of side effects and long-term complications, thereby improving patient outcomes and quality of life.

Today, more than half of proton therapy clinical facilities worldwide use IBA systems. This includes 17 proton therapy centers in operation and 12 centers under development. Over 25.000 patients have been treated with IBA equipment – more than all competitor installations combined.

About Proteus[®]ONE*

Proteus[®]ONE is the compact IMPT** solution from IBA. It benefits from the latest technologies of Proteus[®]PLUS, developed with top clinical institutions. Proteus[®]ONE is smaller, more affordable, easier to install, easier to operate and ultimately easier to finance, making this advanced radiotherapy modality available to more institutions worldwide. Proteus[®]ONE makes Proton Therapy accessible to more patients worldwide.

**Proteus[®]ONE is the brand name of a new configuration of the Proteus[®] 235, including the recently FDA cleared Compact Gantry, and is ready for marketing*

*** Intensity Modulated Proton Therapy*

About IBA

IBA (Ion Beam Applications S.A.) is a cancer diagnostics and treatment equipment company, and the worldwide technology leader in the field of proton therapy, the most advanced form of radiotherapy available today.

The Company's primary expertise lies in the development of next generation proton therapy technologies that provide oncology care providers with premium quality services and equipment. IBA's proton therapy solutions are scalable and adaptable, offering universal full scale proton therapy centers as well as next generation compact, single room solutions. IBA also focuses on the development and supply of dosimetry solutions for Quality Assurance of medical equipment and increased patient safety as well as particle accelerators for medical and industrial applications.



reddot award 2014
best of the best



Headquartered in Belgium and employing about 1000 people worldwide, IBA currently has installed systems across Europe and the US and is expanding into emerging markets. The Company is focused on building sustainable global growth for investors, providing solutions in the fight against cancer.

IBA is listed on the pan-European stock exchange EURONEXT. (IBA: Reuters IBAB.BR and Bloomberg IBAB.BB) and more information can be found at: www.iba-worldwide.com

For further information please contact:

IBA

Olivier de Sadeleer
Marketing Manager Proton Therapy
+32 10 475 890
Investorrelations@iba-group.com