



## **IBA to demonstrate Image-Guided Proton Therapy at ASTRO 2014**

**San Francisco, CA, USA, September 14<sup>th</sup>, 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 leading edge treatment solutions Proteus<sup>®</sup>ONE\* and Proteus<sup>®</sup>PLUS\*\* and demonstrate why IBA is the “*High Way to Proton Therapy*” at the Annual Meeting of the American Society for Radiation Oncology (ASTRO) from September 14-16, 2014 in San Francisco, CA, USA.

You will discover how IBA is making proton therapy more accessible to institutions and patients worldwide, and how an Image-Guided Proton Therapy workflow can improve the quality of treatment while maximizing the throughput of proton therapy systems.

On the booth #1727, IBA will present Proteus<sup>®</sup>ONE, the design award-winning compact Intensity-Modulated Proton therapy (IMPT) solution. Integrating the Philips Ambient Experience solution, it offers a compassionate and efficient environment in a fashion never met before in the radiotherapy world. The first Proteus<sup>®</sup>ONE at Willis-Knighton Cancer Center is now treating patients, after the fastest installation for a compact proton therapy solution. It benefits from the latest technologies developed with renowned clinical institutions. With Proteus<sup>®</sup>ONE, IBA is making the most advanced proton therapy solution easily available to your institution and your patients.

Moreover, IBA will feature a virtual proton therapy treatment room on its booth, offering to the visitors the opportunity to deliver “live” an Image Guided Proton Therapy treatment. The virtual 360° Gantry treatment room of the Proteus<sup>®</sup>PLUS solution is a great opportunity to discover a fully integrated proton therapy treatment workflow, from patient positioning to beam delivery, optimized to maximize throughput.

In addition to its powerful proton therapy solutions, IBA offers a full range of services and training. Thanks to its long standing experience in developing, installing and operating proton therapy centers, IBA is the only player that is able to offer services and training that enhance everyday's proton therapy clinical practice.

Finally, IBA will be honored to support the organization of a Proton Therapy symposium\*\*\* hosted by the University of Florida College of Medicine: “*Proton Therapy: Clinical applications and outcomes, delivery methods & biologic parameters*”. This symposium will be followed by a reception hosted by IBA.



\* *Proteus®ONE is the brand name of a configuration of the Proteus® 235.*

\*\* *Proteus®PLUS is the brand name of a configuration of the Proteus® 235.*

\*\*\* *Pre-registration is required to attend and capacity is limited. This activity is supported by an educational grant from IBA. The University of Florida College of Medicine designates this live activity for a maximum of 2.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.*

## Notes to Editors

### 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.

IBA will hold a Reception that will follow the Symposium organized by the University of Florida College of Medicine at ASTRO on September 15<sup>th</sup> to present *Proton Therapy: Clinical applications and outcomes, delivery methods & biologic parameters*.

### About Proteus®ONE

Proteus®ONE is the compact Intensity Modulated Proton Therapy (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.

### 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.

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](http://www.iba-worldwide.com)

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