



## Press release |

### IBA's RADIOMED ANNOUNCES SHONIN APPROVAL FOR VISICOIL MARKERS

*Linear fiducial markers to help increase accuracy of radiation therapy in Japan*

**Bartlett, TN., July 29, 2011** RadioMed Corporation (subsidiary of [IBA](#) Ion Beam Applications, S.A.: Reuters IBAB.BR and Bloomberg IBAB.BB) announced today it has received Shonin approval from the Japanese Ministry of Health, Labor and Welfare (MHLW) to market the Pre-Loaded version of the VISICOIL™ marker in Japan. [VISICOIL™](#) is highly visible under various imaging techniques utilized during radiation treatment for oncology patients with considerably reduced risk of migration thanks to its unique structure.

The [clinical success](#) of focused, dose-delivery procedures such as Intensity Modulated Radiation Therapy (IMRT), Image Guided Radiation Therapy (IGRT), Conformal Radiation Therapy (CRT), Stereotactic Radiosurgery (SRS) and Proton Therapy (PT) is based on the accuracy of target identification and precise patient positioning. VISICOIL™ markers allow for accurate tumor localization utilizing a variety of visualization techniques and help focal radiotherapy procedures through increased stability and visibility. VISICOIL™ usage continues to increase and over 10,000 radiation therapy patients were implanted with the marker in 2010 worldwide. It is the ideal marker to be used in conjunction with all leading radiation therapy techniques supplied by the industry leaders including Varian, Elekta, Siemens, Accuray, Tomo Therapy, and BrainLAB.

"We are extremely pleased to be able to enter this exciting market. The approval process is one that is extremely detailed and time consuming and we would like to acknowledge our great appreciation to our Japanese partner and exclusive distributor, [Sceti Laboratories](#) of Tokyo. Their continued support and considerable expertise was an integral reason for RadioMed's successful application. This is the latest significant milestone for our company and for the innovative VISICOIL™ product line" says Gordon Roberts, RadioMed Corporation, General Manager. "The VISICOIL™ patent adds to IBA's patent portfolio of cancer treatment and prevention technology and furthers IBA's mission to Protect, Enhance and Save Lives."

#### **About Radiomed and VISICOIL™**

RadioMed Corporation was founded in 1997 as a private corporation and became part of IBA in 2003. The VISICOIL™ product line includes four different diameters and lengths to aid in the treatment of a range of radiation therapy techniques that target the prostate, lung, liver, pancreas, breast and various other organs.

#### **About IBA**

IBA develops and markets leading-edge technologies, pharmaceuticals and tailor-made solutions for healthcare with a focus on cancer diagnosis and therapy. The dosimetry activities of IBA offers a full range of innovative solutions for radiotherapy, radiodiagnostics, calibration service and imaging markers. Its measuring instruments and software enable medical physicists and radiologists to perform the necessary quality assurance and calibration procedures. Listed on the pan-European stock exchange EURONEXT, IBA is included in the BelMid Index. (IBA: Reuters IBAB.BR and Bloomberg IBAB.BB).

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