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University of Mississippi Medical Center
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Re: Purchase of cmr⁴² image post-processing software

To Whom It May Concern:

Circle Cardiovascular Imaging Inc. is a privately held company incorporated under the laws of the Province of Alberta. Our software is proprietary and Circle owns all intellectual property associated with it. We have been in business since 2007 and our products are now being used in over 200 hospitals worldwide. In the United States, cmr⁴² is not available through resellers who could submit competitive pricing.

The reason for the rapid accumulation of centers using our products is due to the differentiating and unique features that make us the choice when compared to the competition. These features include, but are not limited to:

1. Workspace management/auditing

cmr⁴² has proprietary workspace functionality that allow the clinicians to complete an analysis and save results in a format that is easily available for another reviewer. Each separate workspace is kept and documented for auditing purposes to distinguish which user made which adjustments.

2. Sub-pixel measurement analysis

cmr⁴² is the only CMR software that uses specialized algorithms for quantitative measurements at the sub-pixel level which makes it the most accurate post-processing software for both clinical applications and research projects.

3. Myocarditis Module

cmr⁴² is the only software in the market that can analyze Myocarditis according to the Lake Louise Criteria, without having to use multiple software programs.

4. Advanced tissue visualization functionality

cmr⁴² has an unique and automated method for processing the CMR images while providing a 4D representation of the function and tissue analysis simultaneously in a multi-parametric map.

5. Remote viewing and analysis capability

cmr⁴² has the ability to allow a clinician to work on a study without having the database reside at their particular workstation. This will allow for work to be done remotely, yet effectively and keep the data safe in one location.

6. Cross-platform capability

cmr42 is the only standalone and platform independent post-processing functional CMR software that is compatible with both Mac and Windows Operating Systems. It can also view and analyze cardiovascular MR and CT images from any major scanner vendor, allowing researchers to receive data from multiple centers.

These unique features are to the best of our knowledge not available from any competitors product or system.

Best Regards,



Greg Ogrodnick
CEO
Circle Cardiovascular Imaging Inc.