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November 10, 2005

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### Barco Recognized for Leadership in the Medical Imaging Market September 26, 2005 by Barbara Kram

KORTRIJK, BELGIUM, 22 September 2005 -- Frost & Sullivan has recognized Barco for its leadership in the medical imaging market by presenting it with two prestigious awards. The Growth Strategy Leadership of the Year Award was conferred to Barco because the company has successfully capitalized on the opportunities in the 3D medical imaging arenas, and because it has shown an important growth in the area of medical display systems. The second award, the Technology Innovation Award, is an acknowledgment of Barco's exceptional success in the U.S. mammography imaging market for the fiscal year 2004.

Barco entered the field of 3D imaging by successfully acquiring Voxar in September 2004. The company is optimistic that this will pave the way for Barco to reach greater heights in the medical imaging industry. "The acquisition of Voxar has enabled Barco to become a comprehensive provider of 3D imaging solutions worldwide," says Srividya Badrinarayanan, Industry Analyst/Medical Imaging, Frost & Sullivan Healthcare Practice. "Apart from projected revenue increases, Barco is also set to capitalize on the long-term relationship built with over 30 PACS vendors who have integrated Voxar's 3D software with their PACS. In turn, backed by financial support from its parent company Barco, Voxar's team will gain major momentum in designing new and innovative software. This will further boost Barco's overall standing in the medical imaging industry."



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"We are very proud to accept this award as a recognition of our growing expertise in 3D medical imaging," says Piet Candeel, Vice President of Barco's Medical Imaging Systems business unit. "We strongly believe that 3D imaging, integrated in to the heart of the PACS workstation, is the way forward for medical professionals to further improve their performance and productivity and speed up their workflow."

The second award conferred to Barco is the Technology Innovation Award. Frost & Sullivan presented it to Barco particularly because of the company's leadership, technological acumen and breadth in high-end, diagnostic displays used for mammography reading.

"Barco was the first CRT display manufacturer given FDA approval to market its 5 mega pixel CRT display monitors as a dedicated mammography imaging diagnostic solution, apart from a mammography imaging system," explains Katherine Shariq, Senior Industry Analyst, Frost & Sullivan Healthcare Practice North America. "FDA clearance of its LCD-based Coronis 5MP Mammo diagnostic display as a digital mammography imaging solution expands Barco's technical presence in the diagnostic market. Here, Barco's established performance record and the Coronis 5MP Mammo's full-featured functionality will give it an edge over competing offerings."

"Barco was able to maintain leadership during the shift from CRT to LCD technology. This ability has given Barco a unique position over its competitors," explains Paul Matthijs, Vice President of Barco's Medical Imaging Systems business unit. "Barco achieved this leading position by always taking into account the stringent need of mammography professionals for display solutions that maximize productivity and offer film-like, diagnostic precision."

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