

**Award Description**

The Frost & Sullivan Niche Player of the Year Award is presented to the company that has demonstrated excellence in its market by successfully offering a highly focused product line within its specific market segment. The Award recognizes the company's dedicated commitment to developing a successful service or product line in a single segment. Additionally, the company has demonstrated sound business and marketing strategies to reasonably ensure market success.

**Research Methodology**

To choose the recipient of this Award, the analyst team tracks all single product or service line companies in the marketplace, paying special attention to those who have demonstrated exceptional performance with their specific offering during the base year. This is primarily accomplished through interviews with market participants and market analysis in order to gauge the success of the company within its niche. Other elements considered include the company's position within the specific segment, its ability to compete against multi-segment players, and company growth during the base year.

**Measurement Criteria**

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- The company must have a product or service offering related only to a single growth-market segment.
- The product or service solution must have significant market potential measured by product acceptance within the marketplace.
- Financial resources to ensure a large probability of success.
- Protection from competitors: patents, large product development lead time, strategic alliances with key component suppliers, etc.
- Leadership innovation within its market segment
- Excellence in marketing and business strategy

**2006 North American Medical Imaging  
Niche Player of the Year Award  
Award Recipient: Aurora Imaging Technology, Inc.**

Frost & Sullivan proudly recognizes Aurora Imaging Technology Inc. as the recipient of the 2006 North American Medical Imaging Niche Player of the Year Award for their continued growth and success in the breast imaging market. Boasting the only FDA-approved magnetic resonance imaging (MRI) scanner solely for use in breast imaging, Aurora Imaging has differentiated itself in providing a dedicated MRI scanner that can perform a multitude of breast exams for early detection and long-term monitoring of patients. Acquiring several leading comprehensive breast care centers as clients in recent years, Aurora Imaging Technology is well-positioned in the breast imaging sector as a leading provider of breast MRI scanners that caters to the clinical needs of physicians and the comfort of patients during scans.

## **A Rapidly Growing Market**

The need for dedicated breast MRI is tied to rising rates of breast cancer; this is especially acute in the U.S., where approximately 180,000 women are diagnosed with breast cancer every year, with 40,000 dying from the disease. Approximately ten percent of breast cancer patients are men, and approximately 400 males succumb to the disease in any given year. The mantra in breast care is early detection, which increases the 5-year survival rate to 95 percent of cases if tumor nodules are detected at an early stage. Courses of treatment involve further biopsy of a region-of-interest (ROI), followed by interventional surgery as required. While the mammogram/biopsy route is still most common, Aurora Imaging Technology's dedicated MRI breast scanner, along with its sophisticated computer-aided detection (CAD) software, can produce unilateral or bilateral breast images in patients of different breast densities, alleviating the need for potentially unnecessary biopsy procedures.

Aurora's lead product offering is the 1.5-tesla Dedicated Breast MRI System with Bilateral Ultra RODEO, which offers superior resolution of the breast, chest wall and underlying lymph nodes for accurate depiction of the entire breast area. Using a high-field 1.5T magnet with gradient coils, the Dedicated Breast MRI system also includes an Interventional System for MRI-guided biopsies and interventional procedures to accurately detect and precisely locate a nodule within a region of interest (ROI) and extract it for histological analysis. Patented-CAD applications also allow physicians to detect nodules as small as five millimeters and to track such anomalies longitudinally in order to monitor the growth and proliferation of potentially cancerous nodules.

## **Lasting Impact on Women's Care**

Aurora Imaging Technology targets its marketing and sales strategies at leading breast care and women's care centers in the U.S. Some of the key clients acquired in 2006 include the Knoxville Breast Center (Knoxville, TN), InMed Diagnostic Services (Cape Cod and Southeast Massachusetts), the Elizabeth Jekot, M.D. Breast Imaging Center (Richardson, TX) and the Sue. A. de Mille Women's Diagnostic Center (Dallas, TX). With diagnostic imaging centers growing at a rate of ten percent annually due to the high demand for specialized imaging procedures and high MRI reimbursement rates, Aurora is leveraging the need for sophisticated breast imaging by providing systems that allow physicians to perform diagnostic procedures as well as interventional work. The Dedicated Breast MRI has found a well-defined place in the field of women's care. Accordingly, Aurora Imaging Technology is expected to continue on its established growth trajectory. In recognition of the company's immediate impact on women's care and the versatility of its Dedicated Breast MRI System, Frost & Sullivan is pleased to present the 2006 North American Medical Imaging Niche Player of the Year Award to Aurora Imaging Technology, Inc.

## **About Best Practices**

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

## **About Frost & Sullivan**

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit [www.frost.com](http://www.frost.com).