

**MIT's Technology Review Magazine Names superDimension™/Bronchus Among Top Five "Killer Patents" for 2003**

Herzliya, Israel, May 17<sup>th</sup>, 2004 - Technology Review magazine, published by the Massachusetts Institute of Technology (MIT), recognized the superDimension™/Bronchus system as one of 2003's top five "Killer Patents" - the only healthcare related company among the distinguished five.

Every year, MIT's Technology Review magazine researches thousands of new patents and selects the top five that it believes will have the most profound impact on our world today. The superDimension/Bronchus system, developed and patented by superDimension Ltd. of Herzliya, Israel, was chosen for developing an answer to one of the most critical needs in the field of pulmonology: minimally-invasive access to peripheral lung locations. The complete list appears in the May 2004 issue of Technology Review and on the Technology Review website <http://www.techreview.com>

"We are thrilled that our system has been recognized by MIT's Technology Review to be of such potential. We look forward to offering millions of patients worldwide a truly minimally-invasive and effective alternative to more invasive procedures." said David Tolkowsky, CEO of superDimension.

Over 3,000,000 bronchoscopies are performed annually worldwide, with the majority of suspected lung lesions situated in the peripheral areas of the lungs where the bronchoscope itself cannot reach. Consequently success rates are low and false rates are common. The patient is often left to choose between repeat bronchoscopy or alternative, high-risk invasive procedures.

The superDimension/Bronchus system is set to increase the effectiveness of bronchoscopy with its new image guided technology. It overcomes the limitations of traditional bronchoscopy by extending the reach of the bronchoscope to the lungs' periphery. It enables accurate and minimally-invasive navigation anywhere in the lungs, in real-time and on a three-dimensional roadmap, increasing both the success rate and applicability of diagnostic bronchoscopy.

The system generates 3-D images from pre-operative CT scans of the patient's lungs, creating a roadmap of the lungs. This "roadmap" then tracks the movement and location of a sensor located at the tip of a dedicated tool that is inserted through the bronchoscope. The sensor's movements and position are overlaid in real-time onto the virtual 3D image of the lungs, allowing the physician to navigate through the once unreachable areas of the patient's lungs.

The superDimension/Bronchus system has recently received CE Mark approval, and is now used in Germany and other European countries. An FDA submission is in process.

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