



## PRESS RELEASE

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## ATC Honored for Development of Magnetic Sensors for Medical Applications

### Ascension Receives Frost & Sullivan 2007 North American Award for Technology Innovation

BURLINGTON, VERMONT; June 24, 2007: **Ascension Technology** has been awarded the **2007 North American Award for Technology Innovation** by Frost and Sullivan. The award honors Ascension's "distinctive achievements in the development of magnetic sensors for minimally invasive surgical applications."



Frost and Sullivan, a global growth consulting company whose mission is to research and analyze new market opportunities for corporate growth, selected Ascension for the technology innovation award based on the company's "breakthrough" contributions to magnetic motion tracking technology in the field of medicine.

In particular, Ascension's 3D Guidance™ and microBIRD® were singled out as "key enabling technologies" that will dramatically propel the growth of image-guided therapy or surgical navigation. Advances in these technologies are enabling physicians to increasingly perform minimally invasive procedures (using catheters, guide wires, and probes with embedded sensors) in combination with overlapping imaging modalities instead of traditional open procedures.

Ascension's multi-patented DC magnetic tracking technology is also heralded by Frost and Sullivan for its ability to overcome metal distortion problems inherent in hospital environments and operating rooms.

The Frost and Sullivan Award recognize Ascension's "revolutionary" technology as "expected to bring significant contributions to the industry." The award also recognizes "the quality and depth" of Ascension's research and development program as well as the company's vision.

Ernie Blood, Ascension's President, said: "We are pleased that Frost and Sullivan, a prestigious global growth consulting company, recognizes the breakthroughs that we have made in magnetic tracking in medicine. Our goal is to keep innovating and developing 3D guidance devices that will one day make minimally invasive procedures commonplace."

Ascension Technology Corporation, based in Burlington, Vermont, USA, is a world leader in magnetic motion tracking solutions for medical applications. More information about Ascension trackers is available at [www.ascension-tech.com](http://www.ascension-tech.com) or from Trish Scott at [tscott@ascension-tech.com](mailto:tscott@ascension-tech.com) or 802-893-6657, ext 34.

Frost & Sullivan, founded in 1961 and headquartered in Palo Alto, California, is a world leader in growth consulting and the integrated areas of technology research, market research, economic research, corporate best practices, training, customer research, competitive intelligence and corporate strategy. For more information, visit [www.awards.frost.com](http://www.awards.frost.com) or contact Stacie Jones at [stacie.jones@frost.com](mailto:stacie.jones@frost.com).

*Biomedical references and medical procedures described in this press release are examples of what can be accomplished with tracking and imaging technology once end users and/or systems integrators have complied with all pertinent FDA/CE/IRB directions.*

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