



EndoChoice® Launches Lumos™ Adaptive Matrix Imaging System

New Endoscopic Imaging Enhancement Software Package Becomes Newest Advance for Fuse® Users

Alpharetta, GA., February 10, 2015 /PRNewswire/ -- EndoChoice Holdings, Inc. (NYSE: GI) announced the release of Lumos, a novel and proprietary imaging software system as part of the Fuse® Full Spectrum Endoscopy® platform. Scientists and engineers at EndoChoice created Lumos based upon Adaptive Matrix Imaging which analyzes and selectively enhances the vascularity, surface texture, and color of abnormal tissue, providing better clarity for physicians. The company is beginning sales and distribution in the European Union, Asia and other select markets this week after receiving the CE Mark. Release in the US and Japanese markets is expected later this year after appropriate regulatory clearances.

“This is an exciting step forward for endoscopists,” said Peter Siersema, MD PhD, Professor of Endoscopic Gastrointestinal Oncology at Radboud University Medical Center, Nijmegen, The Netherlands. “The subtle changes in vascular and tissue patterns are important indicators of potentially pre-cancerous polyps that warrant removal.”

In a recent unpublished clinical study, physicians found Lumos Adaptive Matrix Imaging facilitated the enhancement of lesions with pit patterns and was useful throughout the entire procedure. EndoChoice has multiple patents pending on this new technology.



Upper and lower endoscopies are performed by doctors using thin, flexible cameras to screen for a wide variety of diseases including cancer of the gastrointestinal tract. The Fuse system is the only flexible endoscopy system to provide a panoramic 330-degree field of view to physicians and clinical data¹ showed a reduction in the number of missed adenomas during colonoscopies. The Fuse gastroscope provides a 245-degree field of view for

upper endoscopy procedures. These expanded and wide-angle views are possible because the Fuse colonoscope uses three cameras and two on the gastroscope.

“This innovation is the result of our close collaboration with Fuse customers around the globe,” said Mark Gilreath, Founder and CEO of EndoChoice. “Just as Fuse was a groundbreaking advance for physicians and patients, we believe the Lumos Adaptive Matrix Imaging system will raise the bar yet again.”

References

¹ Gralnek et al. Lancet Oncol. 2014; 15: 353-360.

About EndoChoice:

Based near Atlanta, Georgia, EndoChoice (NYSE: GI) is a medtech company focused on the manufacturing and commercialization of platform technologies including endoscopic imaging systems, devices and infection control products and pathology services for specialists treating a wide range of gastrointestinal conditions, including colon cancer. EndoChoice leverages its direct sales organization to serve more than 2,500 customers in the United States and works with distribution partners in 30 countries. The Company was founded in 2008 and has rapidly developed a broad and innovative product portfolio, which includes the Full Spectrum Endoscopy System (Fuse®). EndoChoice, Fuse, and Full Spectrum Endoscopy are registered trademarks of EndoChoice, Inc.

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