

TUCSON, Ariz., October 23, 2012

Ventana Scientists to reveal latest advancements in *Multiplexing Gene and Protein Targets for Personalized Medicine and Breast Cancer Testing at Pathology Visions 2012*

TUCSON, ARIZONA. October 23, 2012 – Ventana Medical Systems, Inc. (Ventana), a member of the Roche Group, announced today that two of its leading Digital Pathology scientists will present the latest advancements in digital pathology multiplexing and algorithm assisted breast cancer testing at the Pathology Visions Conference in Baltimore, MD USA from October 28 – 31, 2012.

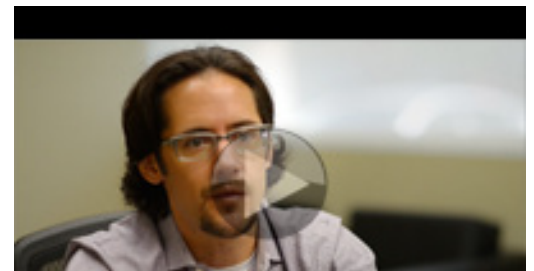
Dr. Pascal Bamford, project lead for Ventana Multiplex and Molecular Assays, will present the key concepts of multiplexing gene and protein targets in tissue and discuss the importance and current challenges of translating this technology to the clinical setting. Multiplexing genomic and proteomic targets in Formalin-fixed, Paraffin-embedded (FFPE) tissue is widely regarded as a key enabling technology in the future of personalized medicine and companion diagnostics.

Watch the video of Dr. Bamford's [full comments](#).

Dr. Gerardo Fernandez, Medical Director for Digital Pathology at Ventana will discuss the evolution of automated algorithmic analysis of the standard breast cancer immunohistochemistry



[Dr. Bamford's testimonial](#)



[Dr. Fernandez's testimonial](#)

(IHC) panel, from the pitfalls of early scoring techniques to the more robust late generation methods in use today.

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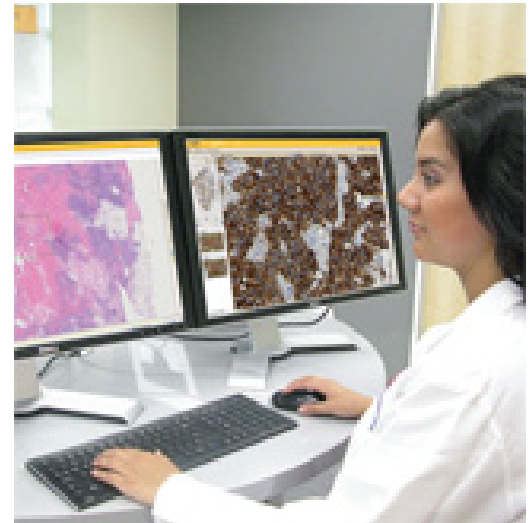
“Ventana is committed to Digital Pathology and leads the industry with robust image analysis solutions for clinical applications,” says Steve Burnell, PhD, Lifecycle Leader for Digital Pathology and Workflow at Ventana.

In addition to sharing the latest advancements in digital pathology, Ventana will also present the latest versions of its [Virtuoso](#) digital pathology image and workflow management software and [VANTAGE](#) workflow solution for histology lab specimen tracking at Pathology Visions 2012.

With Virtuoso 5.3, a web-based software, Ventana has expanded the user interface to 21 languages, making it easy for international customers to adopt this new technology. The software orchestrates the digital slide workflow from the moment the slide is scanned until the slide image is viewed and the case results reported.

Ventana's newest scanner, the [VENTANA iScan HT](#)¹ slide scanner, will also be showcased at Pathology Visions conference. The VENTANA iScan HT is the most powerful scanner in anatomic pathology, enabling pathologists and lab managers to optimize their digital pathology workflow with efficiency, convenience, speed, throughput and reliability for unprecedented results. The VENTANA iScan HT slide scanner is ideal for high throughput and high volume applications. It complements the VENTANA comprehensive suite of digital pathology solutions which also includes the iScan Coreo slide scanner, Virtuoso image and workflow management software, and the most comprehensive portfolio of research use only (RUO), CE-IVD and FDA-cleared 510(k) image analysis companion algorithm software available.

“The VENTANA iScan HT produces exceptional quality images and has proven to be robust and reliable in our lab. With its remarkably high throughput, the VENTANA iScan HT is a great solution for labs with high volume needs,” says Axel zur Hausen, MD, PhD, Department of Pathology Chair, University Hospital



[VENTANA Virtuoso image and workflow management software](#)



[VENTANA iScan HT](#)

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Maastricht, The Netherlands.

Burnell adds, *“We continue to receive great feedback from Ventana early adopters on our latest innovations which includes our new high-throughput scanning solution, the VENTANA iScan HT scanner.”*

“It is important to all of us to be part of this critical movement to improve patient care with the latest advancements in digital pathology with the most innovative products in the industry,” shares Mara G. Aspinall, President of Ventana Medical Systems, Inc. *“With our continued development and launch of new products for Digital Pathology, Ventana is building on our notable history of 25 years of leadership and innovation in cancer diagnostics.”*

¹The VENTANA iScan HT is for Research Use Only in the US. Not for use in diagnostic procedures.

To view the entire suite of VENTANA digital pathology and workflow products, including the Virtuoso –VANTAGE software integration, visit the Ventana booth during the Pathology Visions conference from October 28th through 31st, 2012 in Baltimore, MD USA.

All of the abstracts listed below can currently be found online at the DPA website by [clicking here](#). Presentation details are as follows (all times are in Eastern Standard Time).

Monday, October 29, 2012

1. Presentation: [Multiplexing in Tissue](#)
 - Lead Author: Pascal Bamford, PhD
 - Presentation Time: 11:30 AM - 12 PM; Location: Key Ballrooms 10-12

Tuesday, October 30, 2012

2. Presentation: [Increased Repeatability and Reproducibility of Breast Marker Scoring Using Digital Pathology Solutions](#)
 - Lead Author: Gerardo Fernandez, MD
 - Presentation Time: 2:10 PM – 2:40 PM; Location: Key Ballrooms 7-8

About Ventana Medical Systems, Inc.

[Ventana Medical Systems, Inc.](#) (“VMSI”) (SIX: RO, ROG; OTCQX: RHHBY), a member of the [Roche](#) Group, innovates and manufactures instruments and reagents that automate tissue processing and slide staining for cancer diagnostics. VENTANA solutions are used in clinical histology and drug development research laboratories worldwide. The company’s intuitive, integrated staining, workflow management platforms, and digital pathology solutions optimize laboratory efficiencies to reduce errors, support diagnosis and inform treatment decisions for anatomic pathology professionals. Together with Roche, VMSI is driving [Personalized Healthcare](#) through accelerated drug discovery and the development of “companion diagnostics” to identify the patients most likely to respond favorably to specific therapies.

Visit www.ventana.com to learn more.

VENTANA, the VENTANA logo, Virtuoso, and VANTAGE are trademarks of Roche. Virtuoso and VENTANA iScan HT are CE marked products, currently available in the EU/EEC.

Ventana Medical Systems, Inc. **Empowering | Innovation**

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