

pathoZoom®



SmartZoom®
ClassRoom

PathoZoom®
Scan & Diagnostics Suite

PathoZoom®
Diagnostic Assistant

PathoZoom®
Clinical Trials Suite

PathoZoom®
Market Access Suite

PathoZoom®
LiveView

PathoZoom®
Digital Lab Suite

TEACHING/SEMINARS

DIAGNOSTICS



Alberto Pérez Bouza, M. D.

Dr. Pérez Bouza is a senior pathologist, co-owner of a private pathology laboratory and affiliated with the University Hospital of Bonn. His extensive experience in pathology, teaching and profound knowledge of procedures in pathology diagnostics initiated the development of our solutions.



Martin Weihrauch, M. D.

Dr. Weihrauch is a hematologist/oncologist with over 20 years of clinical experience at the University Hospital of Cologne. Due to his high level of expertise in software development, he is able to combine the fields of medicine and IT optimally. This results in highly innovative and user-friendly programs for the professional routine of physicians.



Dr. Detlef K.-H. Finkler

Dr. Finkler has many years of experience in healthcare management. Previously, he held the position of the managing director of the outpatient department of the University Hospital of Cologne. His experience guarantees the economic benefit of our products for our customers.

BY PHYSICIANS FOR PHYSICIANS

THE DREAMS
WE HAVE
THE PASSION
WE SHARE



”

Our mission is to revolutionize microscopy diagnostics for cancer and other diseases by implementing our digital cloud solutions for physicians.

Our cutting-edge, cloud-based technology minimizes the time needed to determine which personalized therapy is applicable, thereby resulting in a better prognosis for patients in terms of outcome and quality of life.

“

Great clients



IAP International Academy
of Pathology, Germany



Institut für
Hämatopathologie
Hamburg



UNIKLINIK
KÖLN

UKD Universitätsklinikum
Düsseldorf

ukb universitäts
klinikumbonn



UNIVERSITÄTSMEDIZIN
GÖTTINGEN **UMG**

**UK
SH** UNIVERSITÄTSKLINIKUM
Schleswig-Holstein



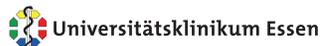
Intelligent Software

Teaching/Seminars

SmartZoom® ClassRoom	06
PathoZoom® Market Access Suite	08

Diagnostics

PathoZoom® Scan & Diagnostics Suite	10
PathoZoom® LiveView	12
PathoZoom® Diagnostic Assistant	14
PathoZoom® Digital Lab Suite	16
PathoZoom® Clinical Trials Suite	18





smartZoom®
classRoom

FEATURES

- ✓ Fast zooming and panning with high speed technology
- ✓ Slides can be easily embedded into all e-learning platforms like Blackboard and Moodle
- ✓ Universities are connected to each other within the ClassRoom network and can share slides
- ✓ Saves money and time: no more microscope or slide maintenance necessary
- ✓ Selected by the International Academy of Pathology (IAP) as their seminar platform

"ClassRoom is a valuable, flexible, and easy-to-use tool for digital microscopy, and a perfect addition to our microscopy course and other lectures."

Prof. Nicolaus Friedrichs, M. D. // Pathologist,
University of Cologne

Teaching/Seminars

USE THE MICROSCOPY PLATFORM FOR SMART HEADS

Your network for clever minds: With **SmartZoom® ClassRoom** you can provide students and doctors with annotated digital slide boxes, and you can access your histology slides or other high-resolution medical images – from anywhere at any time. And: You can easily add expert annotations and help your students learn with this innovative digital microscopy solution.



SmartZoom® ClassRoom

SUITABLE FOR

- > Universities
- > University Hospitals
- > Teaching facilities

FUNCTION FOR YOU

- > Your online platform for digital slides

YOUR BENEFITS

- > Great student feedback
- > Better learning experience
- > Lower your costs

Students love ClassRoom, because ...

... ClassRoom runs on all devices:

Smartphone, Tablet, Laptop

... the cloud-based platform is very flexible:

serves images to any device with a browser

... they can view your slides exactly when they want:

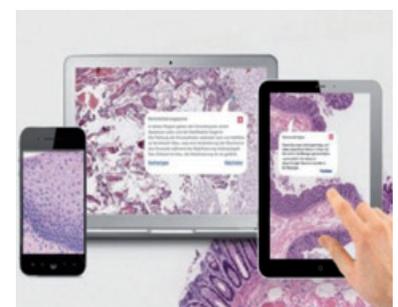
anywhere at any time

> Exchange, discuss, compare

Microscopy, Macroscopy, Cytology: Your annotations help students learn directly on the slide. Also, students can add their **own annotations**.

You don't have slides or annotations of your own?

No problem, we have an extensive – fully annotated – image collection that can be shared to complete your first digital course!





pathoZoom®
marketAccessSuite



TRAIN THE PROFESSIONALS FOR BETTER DIAGNOSTICS

Is microscopic diagnostics necessary to ensure that patients receive the right therapy and drugs of your company, for example in cancers or diseases diagnosed with immunohistochemistry?

Welcome to the **PathoZoom® Market Access Suite (MAS)**! It was specifically developed for pharmaceutical companies to help educate physicians who are responsible for diagnostics in close collaboration with opinion leaders.

With PathoZoom® MAS, presentation of **microscopic slides, texts, videos for seminars, online courses, webinars, and self-training** has never been easier.

PathoZoom® Market Access Suite

SUITABLE FOR

- > Pharmaceutical companies

FUNCTIONS FOR YOU

- > Seminar and training solution
- > Increase awareness of your products

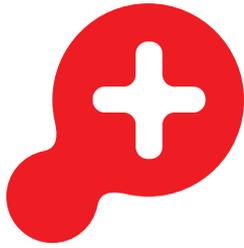
YOUR BENEFIT

- > Help pathologists and hematologists make better diagnoses and better-informed treatment decisions

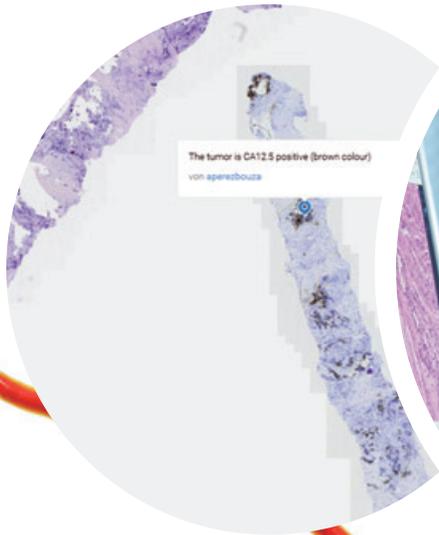


"Thanks to training hundreds of pathologists with MAS, we have achieved a significantly better diagnostic and product awareness."

Pharma sales representative



pathoZoom®
Scan



FEATURES

- ✓ Annotate slides for teaching and education
- ✓ Scan images with immersion oil
- ✓ Scan two specimens in one image (e.g., different staining)
- ✓ Easy to install in a few minutes – no IT knowledge required

Diagnostics

SEND & VIEW SLIDES ANYWHERE AT ANY TIME

With the **PathoZoom® Scan & Diagnostics Suite**, you can scan and share a slide in one minute, and your main laboratory or colleagues can view it immediately.

The power package is the perfect solution for

Frozen sections: Scan and send a whole slide in one minute to a colleague. With the easy-to-use annotations, you can highlight regions of interest.

Second opinion: Get a second opinion from a colleague quickly by using PathoZoom® Scan.

Teaching: Scanned slides can be integrated into our digital teaching platforms that are used world-wide!

Presentations: Show your digital slides at conferences and tumor boards.

The process is very simple:

- 1. SCAN** with your own microscope (PathoZoom® Scan has no moving parts and is therefore a robust and very reliable system),
- 2. UPLOAD** your slide into the PathoZoom® SlideCloud and use a variety of digital tools, like adding annotations,
- 3. SHARE** your slide with one click via e-mail or other channels through a simple link. Your colleagues can open and view the slides and your annotations from anywhere and at any time!



PathoZoom® Scan & Diagnostics Suite

SUITABLE FOR

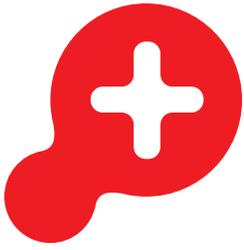
- > Hospitals
- > Private practices
- > Laboratories

FUNCTION FOR YOU

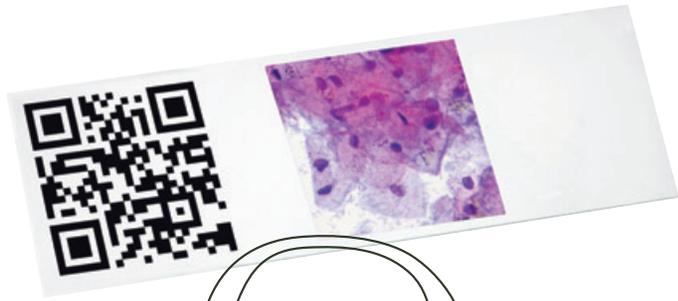
- > Scan and send whole slides from your microscope

YOUR BENEFITS

- > Make diagnoses from remote locations, even with frozen sections
- > Get a second opinion about a case from your colleague
- > Present slides in tumor boards and conferences
- > Significantly lower costs than automatic scanners



pathoZoom®
liveView



Diagnostics

BROADCAST YOUR MICROSCOPE'S VIEW



PathoZoom® LiveView

SUITABLE FOR

- > Pathologists
- > Hematologists
- > Scientists

FUNCTION FOR YOU

- > Broadcast your microscope's live view to your colleagues

YOUR BENEFITS

- > Easy to handle: installation takes only minutes, with no IT knowledge required
- > Saves you time and money
- > View a slide, even while your colleague is working with it, at home or while travelling

With **PathoZoom® LiveView**, you can broadcast the image directly from your microscope with the highest resolution levels to one or many colleagues simultaneously over the Internet or via your clinic's internal network.

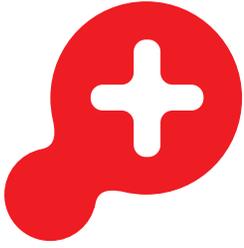
With our innovative software, PathoZoom® LiveView, several users can view and discuss a slide online simultaneously. The microscopy image is transferred in real time from the microscope to one or more colleagues. Your current teaching or discussion microscopes become obsolete. Software handling is self-explanatory and very easy for the user.

This makes PathoZoom® LiveView great for the following:

Frozen sections: Connect directly to the microscope of your colleague and discuss a case together.

Presentations: Show your slides at conferences and tumor boards. Everyone can connect to the live image with their smartphones.



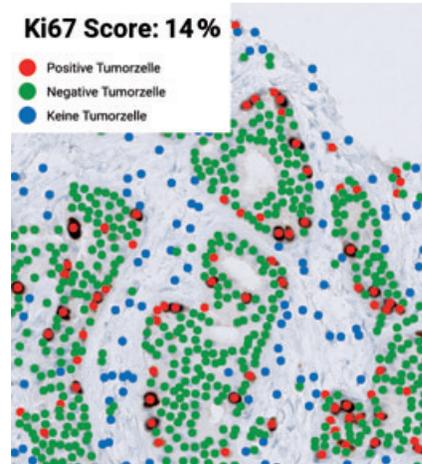
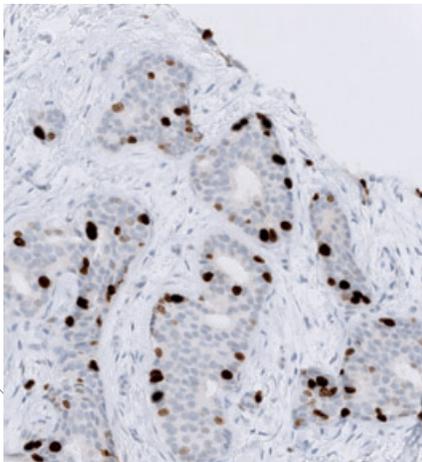


pathoZoom® diagnosticAssistant



"I work continuously with the Diagnostic Assistant. It eases my daily workload by automatically detecting tumor cells in immunohistochemistry with high reliability."

Alberto Pérez Bouza, M. D. // Pathologist



STEP 1

STEP 2

Diagnostics

LET THE ASSISTANT WORK FOR YOU

PathoZoom® LiveView and PathoZoom® SlideCloud now come with the revolutionary **PathoZoom® Diagnostic Assistant**: the super-fast quantifier based on artificial intelligence!

Currently, we offer quantifiers for Ki67 and ER/PR. More quantifiers as those for PD-L1 and Her2/neu will be released soon!

PathoZoom® Diagnostic Assistant will support and accelerate your work flow with reproducible results. While the Diagnostic Assistant works for you, you remain in the driver seat and can visually control the results.

The analysis takes less than five seconds*

- ... on your slide that you are microscoping with PathoZoom® LiveView,
- ... on your slide that has already been uploaded into your PathoZoom® SlideCloud account.

*for one field of view

++ NEW ++

PathoZoom® Diagnostic Assistant

SUITABLE FOR

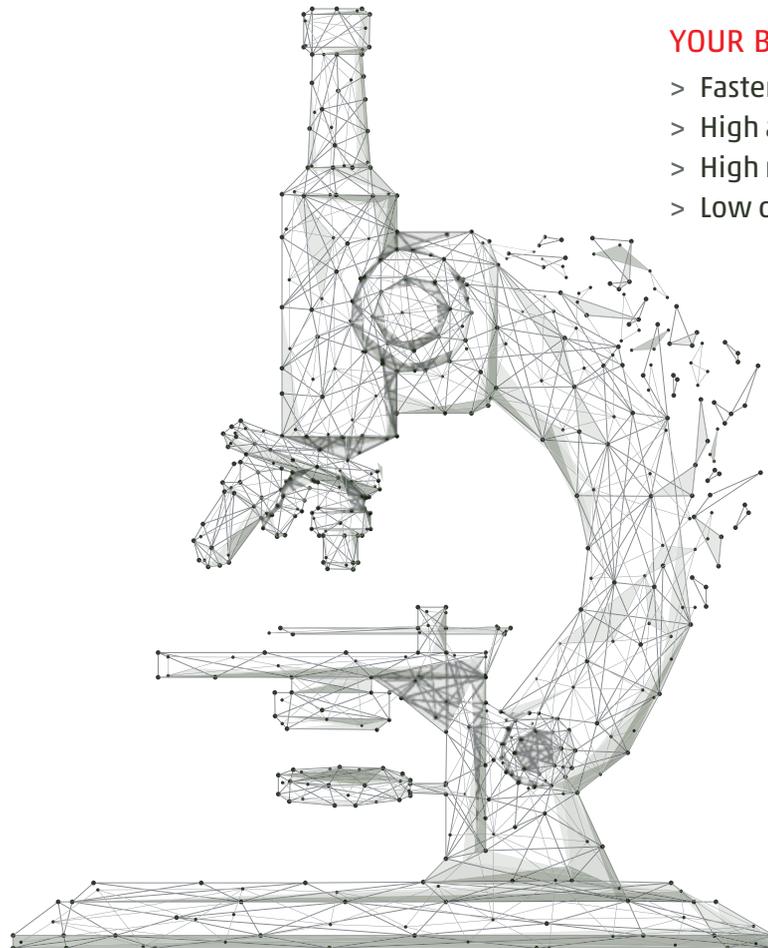
- > Pathologists

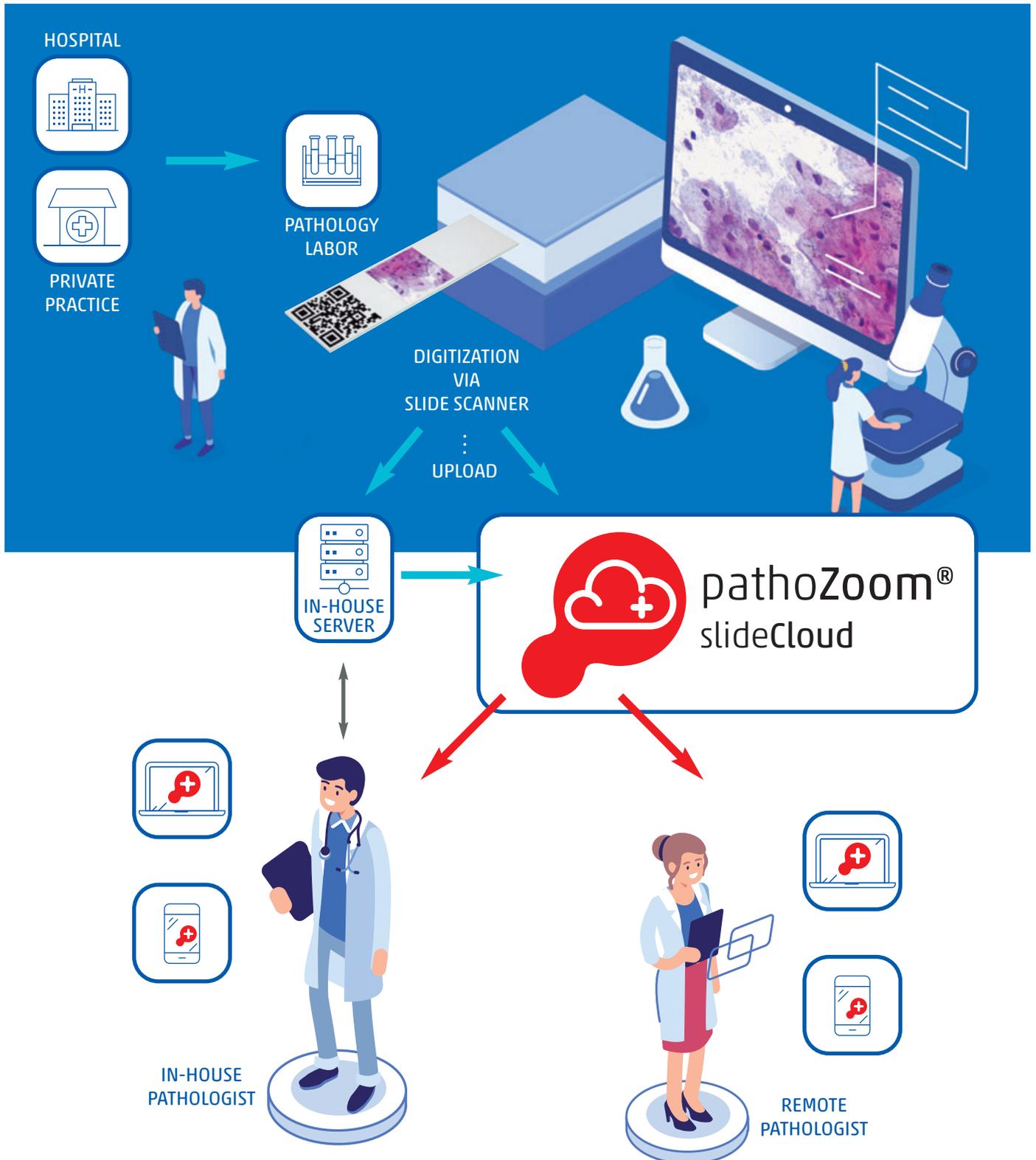
FUNCTION FOR YOU

- > Analyze Ki67 and ER/PR on your microscope in seconds with one click

YOUR BENEFITS

- > Faster performance
- > High accuracy
- > High reproducibility
- > Low costs





WORK AS YOU LIKE WHEREVER YOU WANT

PathoZoom® Digital Lab is the perfect solution to work efficiently from home!

This cutting-edge software makes physicians independent of time and place. They can report cases from anywhere and at any time – with tablet, laptop, smartphone, PC, or Mac, in the home office, engaged in-house or externally, full-time or part-time.

> Maximum data security

All image data are separated from the patient data; no third party access is possible. PathoZoom® Digital Lab integrates with your current laboratory information system (LIS) and works with any microscope scanner and barcode printer.

“Thanks to
the Digital Lab
version of PathoZoom®,
I can finally work
anywhere at
any time.”

Customer vote

++ NEW ++

PathoZoom® Digital Lab Suite

SUITABLE FOR

- > Pathologists

FUNCTIONS FOR YOU

- > Work remotely from anywhere
- > Integrate remote pathologists into your team

YOUR BENEFITS

- > Get 2nd opinions just with a click
- > Can be connected to your Laboratory Information System
- > Save time on diagnostics





CENTRALIZE YOUR EXPERT PANELS FOR PATHOLOGY

With the **PathoZoom® Clinical Trials Suite (CTS)**, you can now digitize and group all histology slides of your clinical trials in one place!

Have your panel experts view and diagnose all slides in the PathoZoom® Clinical Trials Suite and receive the results instantly!

> The end of shipping glass

With the PathoZoom® Clinical Trials Suite, the days of glass slides shipping around the globe are finally numbered. Slides can be scanned anywhere and uploaded immediately into the CTS Cloud – from anywhere at any time. This not only saves an incredible amount of time but also eliminates the risk of losing or damaging precious study slides.

“The PathoZoom® Clinical Trials Suite has taken our panel pathology to the next level, and it saves us plenty of time and money.”

International Scientific Director
of a pharmaceutical company

PathoZoom® Clinical Trials Suite

SUITABLE FOR

- > Pharmaceutical companies
- > University Hospitals
- > Research facilities

FUNCTION FOR YOU

- > Centralize the pathology panels for clinical trials

YOUR BENEFITS

- > Save time and money
- > Improve panel satisfaction
- > Increase security of diagnostics
- > Enhance diagnostics



We are looking forward to you,
please call at +49 (0)221 99994300
or send us an e-mail at info@smartinmedia.com



smart in media
intelligent software

Smart In Media GmbH
Dürener Straße 276
50935 Köln

T +49 (0)221 99994300
F +49 (0)221 99994301

info@smartinmedia.com
www.smartinmedia.com

