

About Smart In Media

As one of the market leaders in Digital Diagnostics, we accelerate the microscopy diagnostics of cancer and other diseases with our digital solutions for precision medicine, enabling physicians to collaborate quickly – easily.

Our cutting-edge technologies minimize 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.

Benefit from our comprehensive network, systems, and expertise.

 Founded 2011 in Cologne/Germany	 Focus: Digital Imaging
 Diagnostic, Education, Pharma	 By physicians for physicians
 Owner-managed, Team 50+	 Customers in 18 countries

About the Pharmaceutical Division

The Pharmaceutical Division aims to add value to people's lives and help pharmaceutical companies, as well as pathologists, drive medical progress by offering various products and services. According to our mission to improve diagnostic quality, the team supports efforts in OnDemand and Live Education, as well as Digital Transformation.



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Pharmaceutical Industry Solutions

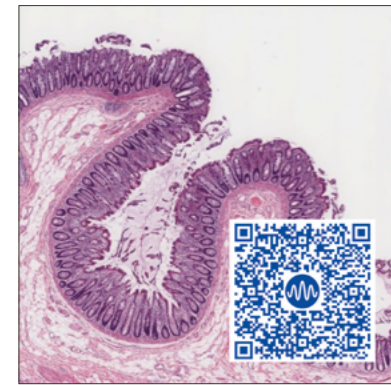
SmartZoom® QR

Transform your communications with SmartZoom® QR by building a bridge between printed materials and digital interactivity. Enhance your printed materials with a QR Code that allows clients to dive into high-resolution digital microscopy. Annotations or links to connected material on the slides also ensure an acute improvement in diagnostics.

SmartZoom® QR captivates and educates, enhancing awareness for rare diseases and enables improving diagnostics. It's an immersive, accessible experience utilizing the benefits of digital microscopy. Offering a spectrum of service and design options, SmartZoom® QR is your solution to educational outreach.

Use cases are, for example:

- Journal advertisements
- Roll-ups
- Publications
- Flash Cards
- Posters
- Advertising materials for your developments



Educational Portal

Discover the PathoZoom® Educational Portal - your digital solution for presenting pathological as well as hematological content and case studies. Focused on the requirements of precision medicine, the portal enables our customers to provide their target group with educational content as well as the latest findings in pathology and hematology in a quality that reflects the importance of the content. No more pixelated screenshots on which cells are barely recognizable. Enable your target group to microscope cases digitally on their own and improve the learning experience through interactive self-assessment tools.

Tailored Training Experience

- **Dynamic Case Study Presentation:** Utilize our high-speed viewer to explore cases with microscopic precision, effortlessly transitioning between different stains.
- **Annotations:** Enhance understanding with detailed specimen descriptions and highlighted regions.
- **Knowledge Evaluation:** Engage learners with case assessments to test and reinforce their knowledge.
- **Comprehensive Learning Modules:** Integrate instructional videos and descriptive case studies for a robust self-learning experience.
- **Customization:** Be it a corporate design or specific functionalities, the portal can be adapted precisely to your requirements.

Engaging Self-Assessment

Incorporate tests for thorough practice and evaluation.

Uncompromised Quality

Experience seamless digital microscope with zero load times and without any installation requirements.

Accessible anywhere at any time!



Live EDUCATION

Training Services & Platform

Empower pathologists and hematologists in their continuing education by jointly creating training programs that improve patients' treatment. We offer individualized training solutions like webinars or tablet-based, in-person workshops, e.g., at congresses of your choice. We streamline the learning experience by managing participant enrollment, boosting engagement through targeted event promotion, ensuring a seamless educational journey.

- **Effortless Participant Management**
Allow us to manage participant logistics to all sizes, from registration to support, so you can focus on delivering impactful content.
- **Prominent Event Promotion**
We will promote your event, crafting and managing invitations, mailings, and social media posts through our specialized CRM system.
- **In-depth Evaluation:**
Post-event, we provide a comprehensive analysis package, offering insights on attendance, feedback, and key performance metrics.

We'll manage all multimedia advertising aspects for you, presenting a convenient, all-inclusive package.



As part of our comprehensive training ecosystem, we will support you in empowering diagnosis by offering a bespoke platform that showcases your training materials on different disease areas, videos, and digital specimens, ensuring a flawless presentation of your content. Used for live training sessions – combined with our Training Services or as a stand-alone educational tool – our platform helps you engage with physicians and improve diagnostics.



Digital TRANSFORMATION

Artificial Intelligence

Drive medical progress with AI meticulously tailored to your specific needs. Our models transform complex data into actionable insights, providing you with cutting edge in:

- **Rare Disease Detection:**
Uncover hidden patterns for early and accurate identification of rare conditions.
- **Staining Replacement:**
Simulate staining techniques, saving time and resources in histological analysis.
- **Mutation Prediction:**
Predict genetic mutations with precision, accelerating the path to personalized medicine.
- **Biomarker Discovery:**
Discover virtual biomarkers leading to breakthroughs in disease diagnosis and therapy.

By partnering with leading AI innovators that provide clinical and commercial expertise, we bring advanced artificial intelligence to clinical applications.



Centralized Case Reviews

Optimize your pathology and hematology research projects or support specialists and reference centers to improve and speed up the process of obtaining a second opinion.

Via our **PathoZoom® DigitalLab**, created for routine diagnostics in pathology laboratories, you can quickly collect digitized cases from different locations. All experts can evaluate the slides remotely. Various functionalities, such as the measurement tool, the annotation function, and the diagnostic assistant, make life even easier for the experts.

If some sites cannot digitize cases, our **PathoZoom® Scan & LiveView Suite** offers the perfect introduction to Digital Pathology: attach the camera to the microscope and connect it to the computer, install the software and digitize the glass slides with your microscope and share them instantly with colleagues.

