



FUSION IP PLC

("Fusion IP" or "the Company")

"MedaPhor announces Washington Medical Centre in Seattle as first US customer for ScanTrainer"

Fusion IP plc (AIM: FIP), the university IP commercialisation company that turns world class research into business, is pleased to announce that MedaPhor, the Cardiff based ultrasound simulation company, has announced that University of Washington Medical Centre in Seattle is the first US hospital to install its revolutionary Scantrainer ultrasound simulation system.

ScanTrainer is a virtual 'real feel' ultrasound training simulator that provides students with a 24/7 educationally driven training programme that replicates the real scan experience. Trainees can literally 'feel' what they see on the computer screen in order to develop the complex mix of cognitive skills and eye-hand movement coordination; but without the need for an ultrasound machine, a patient and considerably reduced direct supervision by an expert.

The University of Washington Medical Centre is one of North America's leading hospitals and the system has been installed in their Institute for Simulation and Interprofessional Studies (ISIS). ISIS is a leading centre in the use of simulation technologies to improve the quality of health care education and improve patient safety and outcomes.

Dr Thomas J. Benedetti, M.D., M.H.A., Professor of Obstetrics and Gynecology and Director of Education in Obstetrics and Gynecology said:

"We saw the Scan Trainer as breakthrough technology. It will allow us to come closer to our goal of having trainees acquire technical skills in a realistic simulated environment before performing them on patients. To date the acceptance and enthusiasm of the trainees and faculty has been very satisfying."

David Baynes, CEO of Fusion IP, commented:

"This is excellent news for MedaPhor. The US market for any medical related system is an important one and we are delighted that the University of Washington [Medical Centre](#) has chosen ScanTrainer for ISIS and that ISIS will be the first Institute in the US that will benefit from training all its practitioners with ScanTrainer's revolutionary simulator-based OBGYN training modules and case studies."

For further information please contact:

Fusion IP

+44 (0) 114 275 5555

David Baynes, CEO

MedaPhor

+44 (0) 7795008967

Stuart Gall CEO

Seymour Pierce

+44 (0) 20 7107 8000

Freddy Crossley , Corporate Finance

Catherine Leftley, Corporate Finance

David Banks, Corporate Broking

About Fusion IP

Fusion IP plc (Fusion) was established in 2002 to commercialise university-generated intellectual property. It has long-term exclusive agreements with two of the UK's leading research intensive universities, the University of Sheffield and Cardiff University, giving it exclusive access to a combined R&D spend of over £185m a year.

Fusion's first agreement was a ten-year exclusive arrangement with the University of Sheffield, giving it the right to commercialise (through the creation of spin-out companies and licensing) research, owned by the University, initially in the area of medical life sciences. This agreement was expanded in July 2008 to include all non-life science research-generated IP such as energy, engineering and electronics. Fusion has significant shareholdings in a portfolio of University of Sheffield spin-out companies including Simcyp, Magnomatics, Diurnal and Phase Focus.

In January 2007, Fusion completed a ten year exclusive agreement with Cardiff University, also giving it the right to commercialise (through the creation of spin-out companies) Cardiff University's research-generated IP. Fusion has significant shareholdings in a portfolio of Cardiff University spin-out companies including Mesuro, Asalus and MedaPhor.

On 2 December 2009 Fusion announced that it had raised approximately £3.2 million through a fund raising and that as a result, IP Group held approximately 19.8% of Fusion. Fusion has also entered into a Co-Investment Agreement with IP Group, in which IP Group has the right to acquire for cash, 20% of Fusion's equity in any new portfolio company. As Fusion normally owns 60% of any new portfolio company at start-up, IP Group's shareholding would normally equate to a 12% stake in the new portfolio company.

Fusion IP also has a Memorandum of Understanding with Finance Wales, the provider of commercial funding to Wales-based SMEs, which outlines a strategy of co-investment in opportunities arising from the Cardiff Agreement.

For more information visit www.fusionip.co.uk