

## ImageIQ, InvitroCue partner to fuel image analysis business in Asia

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US-headquartered ImageIQ, an innovative Imaging Software and Contract Research Organization supporting preclinical research and clinical trials, has signed an agreement with InvitroCue (IVQ), a Singapore-based provider of biomedical quantitative image analytic products and services, to enhance and accelerate preclinical research through the use of cloud-based image analysis technology and to fuel business growth within the Asia market.

The distribution agreement will enhance IVQ's product and service offerings in Asia through the utilization of ImageIQ's assay-specific image analysis algorithm development and web-based image analysis software platform (ImageQuantity.com), both of which are imaging modality- and indication-agnostic.

Using secure cloud technology, ImageQuantity.com provides validated automated image analysis software tools for common and custom imaging assays. As a result, any researcher has access to accurate, reproducible, objective imaging analytics that are affordable, readily accessible, and significantly reduce results turnaround times.

The platform was developed and beta-tested with several international academics, medical device and pharmaceutical organizations. IQbots are validated image analysis algorithms for specific assays. The IQbot Incubation Program will expand the IQbot catalog based upon market need and requests from researchers, indicates ImageIQ.

As a result, IVQ's clients will have unique access to comprehensive imaging assay development, combined the objective and quantitative data produced by ImageIQ's automated image processing technology. IVQ uses in vitro technologies and assays to support better decision-making in preclinical drug studies and clinical research.

Headquartered in Singapore and was spun out of Singapore, Agency for Science, Technology and Research (A\*STAR), InvitroCue currently operates in Singapore and China.