

PRESS RELEASE

FOR IMMEDIATE RELEASE

Data Distributing's DICOM Splash Screens Make Waves with Imaging Center Marketing

May 27th, 2008 – Santa Cruz, CA – Data Distributing's custom splash screens are a new addition to the suite of professional services Data Distributing offers.

Since the DRA's implementation, imaging centers have made significant strides on improving operational efficiencies, leveraging technology to increase workflow, and reducing patient turnaround times. But now, more than ever, marketing is playing a central role as an untapped revenue source.

"Imaging centers have turned up the heat with their marketing efforts to build mindshare with PCP's and referring physicians," says Nancy Fisher, President and CEO of Data Distributing. "Marketing a new, speedy scanning device that reduces a patient's procedure time, or marketing a new modality has never been more critical or easier with a custom splash screen."

About Custom Splash Screens

Custom splash screens integrate with virtually any existing manual or automated DICOM CD burning device, embedding a custom transition page into a DICOM CD. Splash screen packages are available in standard or deluxe and can include audio, video, a corporate logo, and any other text, graphic or photo. When the patient's DICOM disc is loaded into a PC, the imaging center's splash screen quickly auto-launches with pre-set navigation options such as "View Images", "About Us", etc. Custom splash screens are available immediately and currently shipping throughout the United States.

About Data Distributing

Founded in 1984, Data Distributing develops innovative, digital DICOM solutions and provides the integration and professional services to a growing number of facilities, OEMs and channel partners worldwide. This international company, headquartered in California, creates solutions that are used by hundreds of leading medical and imaging centers. For additional information on Data Distributing, please call (949) 598-1880 extension 1213, or visit Data Distributing's web site at www.datadistributing.com.

