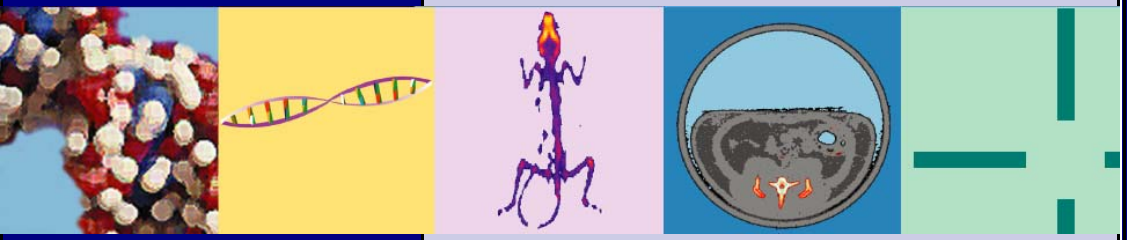
Invitation

16-18 September 2004
Roskilde, Denmark



Cancer
Cardiovascular Diseases
Diabetes and Obesity
ADME/Toxicology
Joints, Bone and Inflammation
CNS

Multidisciplinary
Quantitative
Image Analysis

IAVP is a new interdisciplinary forum bringing together scientists from the life-sciences, physics imaging and image analysis to present new developments in the *in vivo* imaging technology and image analysis.

Image Analysis and
in vivo pharmacology

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Important dates

Call for abstracts	**1 April 2004**
Final announcement	**1 April 2004**
Abstract submission deadline	**1 June 2004**
Early registration	**15 June 2004**

To register for upcoming information on the IAVP conference, please refer to www.iavp.info

In order for you or your company to benefit from profiling at this event, please contact the Conference Secretariat for further information.

Venue

Comwell Roskilde
Vester Kirkevej 12
Himmelev
DK-4000 Roskilde
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In the past decade or two, imaging technology has revolutionized life-science research in general and pharmacology in particular. It has become possible to visualize processes in living organisms using a wide range of different imaging technologies. Improvements in e.g. detector technologies, specific labeled probes and advanced contrast agents have pushed the limits for imaging technologies such as magnetic resonance imaging (MRI), positron emission imaging (PET) and optical imaging. The resulting images provide exiting possibilities for gaining new insights into biological and pathological processes, as well as the effect of drug therapy.

A common denominator of many studies in life-sciences is that images are the main outcome. Frequently, disease progression and treatment effects are manifested only as subtle changes in intensity, morphology or texture. Describing such image characteristics through subjective scoring, ranking or grading is not only time consuming, but also qualitative by nature and therefore often imprecise and insensitive. There is an unmet need for new research tools capable of unlocking essential information from images.

Image analysis has proved an ideal way of extracting objective, reproducible and quantitative information that characterizes such changes quantitatively, providing an opportunity to realize the full potential of imaging in life-science research. Image analysis enables researchers to track gene therapy; discover important characteristics of an experimental disease model or discover important characteristics of a new candidate drug compound, regarding efficacy as well as toxicity, in a timely and economical way.

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For the pharmaceutical industry that is faced with a host of potential targets and often several hundred thousands of potentially active compounds that must be screened and tested, the ability to image structural and functional changes over extended periods of time in living organisms is critically important. Using in vivo imaging and image analysis increases knowledge about how potential new drugs modify the disease in living organisms, and thereby reduce the risk of pursuing drug candidates that fail at a later and much more expensive stage of drug development.

In summary, imaging combined with image analysis has the potential to offer three important benefits: 1) reducing time and cost associated with manual labor, 2) increasing the sensitivity of measurements and 3) providing new and quantitative insight.

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