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**Innovative Imaging Technologies obtains \$4 million in funding to accelerate commercialization of its Reacts platform**

**Montreal, June 13, 2016** – Innovative Imaging Technologies Inc. (IIT), which develops Reacts – an interactive, integrated and secure video-collaboration platform designed for the healthcare sector, among other industries – has just received \$4 million in funding from 10 new investors.

Desjardins-Innovatech s.e.c.; Claridge Inc., Investissements W3; the Fonds de solidarité des travailleurs du Québec (F.T.Q.); the Fonds de solidarité FTQ Investissements croissance II, s.e.c.; Hacking Health Accelerator and four other private investors are investing in IIT to help expand Reacts across Canada and abroad.

**Expanding beyond Quebec**

“This investment is a sign of confidence and a major growth lever, that will enable us to accelerate our commercialization and tap into new markets,” explained Dr. Yanick Beaulieu, president and CEO of IIT, cardiologist and critical care physician at Hôpital du Sacré-Coeur de Montréal. “It also highlights the efforts of each and every member of our team, which will also be expanding.”

Since its launch in 2014, several medical organizations and hundreds of health professionals across Quebec have integrated Reacts in their daily activities. Moreover, this platform has also been used as part of several pilot projects for training and education. Development projects are currently underway in Ontario, France, the United States and China.

**A low-cost, interactive experience called “hyperpresence”**

Through its many functions, Reacts makes remote collaboration, education and supervision easier, while helping users share information and knowledge in a simple, secure, flexible and useful manner. Reacts provides video conferencing, secure messaging, file sharing and transfer, as well as application and screen sharing, while integrating innovative tools, such as augmented reality and real-time image overlay.

IIT's mission consists in enabling users to communicate and collaborate through an integrated platform, thereby experiencing and creating rich virtual communications. This is revamped telepresence at its very best. This is "hyperpresence".

In the healthcare sector, Reacts helps improve access to care, reduce costs, make services more efficient, and improve satisfaction among patients and healthcare professionals. Integrating this platform at the healthcare organization level is much more cost effective than installing conventional systems. Users subscribe to the Reacts platform through an annual licence starting at \$84 (software as a service).

### **About Reacts**

Reacts (*Remote Education, Augmented Communication, Training and Supervision*) is a secure, flexible and cutting-edge video-collaboration platform, created by Quebec-based Innovative Imaging Technologies (IIT). Its founder and president, Dr. Yanick Beaulieu, leads a multi-disciplinary team specialized in multimedia and software development. This passionate team pushes the limits to create and perfect interactive audio-visual collaboration tools for remote communications via the Reacts platform. Initially developed to fill a void in healthcare solutions, Reacts is designed to meet the most demanding performance needs across all industries. For more information, visit [www.reacts.com](http://www.reacts.com)

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