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Software Fuels Medical Device Technology Transfer from Research to Industry

e-Zassi.com™ Launches OEM Version of Software to Empower Subscriber's Websites with New Business Development Capability.

FERNANDINA BEACH, Florida, July 14, 2010– e-Zassi.com has launched a new enterprise version of their patent pending InnoVision™ software that allows medical device companies, venture capital firms and research organizations to have a custom branded version available directly from their own web site or intranet.

The software is targeted to organizations that seek out new medical technologies from third parties or generates and assess large numbers of new medical device technologies. This process requires substantial time and financial resources to attract, review, assess and triage these technology opportunities to determine which are most commercially viable and synergistic with their enterprise focus. The process is further complicated by the necessary exchange of confidential information and the time and effort spent to generate confidentiality agreements. This OEM version of e-Zassi's software solves these problems by giving all industry participants the capability to deploy a secure, non-confidential online technology submission tool in a fraction of the time and cost previously required.

According to Peter von Dyck, CEO of e-Zassi.com, "This new software deployment was driven by market dynamics and the impact that the evolving FDA approval process is having on the increased scrutiny and diligence of potentially innovative and life saving new technologies." "It also represents a shift that we have identified in the delivery of web-based applications, as organizations move to empower their own websites with increased capabilities."

The company also announced that the 3rd largest university in the nation has already taken advantage of this e-Zassi deployment model in order to foster the submission of new technology ideas from its own faculty, students, clinicians and researchers in order to enhance their technology transfer objectives.

About e-Zassi.com

e-Zassi.com offers subscription-based InnoVision™ software that enables medical device focused organizations to more rapidly attract, screen and select the most synergistic and commercially-viable medical device technologies. It is simple to use, more cost effective than traditional methods and protects all parties from confidentiality risks delivering immediate competitive advantages. e-Zassi.com was spun off from Zassi Medical Evolutions®, a privately-held company with more than a decade of success in innovation and development in medical devices. For additional information call 866.874.6328 or visit www.e-zassi.com.