



For Immediate Release: October 27, 2011

Contact:

Austin Shafran (ESD) | ashafran@empire.state.ny.us | (800) 260-7313

Laura Magee (ESD) | lmagee@empire.state.ny.us | (800) 260-7313

**ESD ANNOUNCES DATAPHYSICS RESEARCH INC. TO ESTABLISH A
PRODUCT DEVELOPMENT TEAM IN ROCHESTER REGION**

Company will create 19 high-paying jobs at High Technology Incubator facility in West Henrietta

Empire State Development today announced that DataPhysics Research Inc. (DPR), an advanced software application company for the medical imaging industry, is establishing a product development team in Rochester. The California company will base the team at the High Tech Rochester (HTR) Incubator facility in West Henrietta, investing \$2.45 million and creating 19 high-paying software engineering jobs in the Greater Rochester Region.

DataPhysics will further refine and then produce and market its proprietary software which will replace manually intensive radiology analysis and diagnostic report generation. The company chose the Rochester region because of the pool of software engineers graduating from local universities, as well as assistance from ESD and its partners.

“This project demonstrates the region’s strength as an incubator for advanced manufacturing with the highly skilled workforce necessary to rebuild our economy,” said ESD President, CEO & Commissioner Kenneth Adams. “As New York’s business climate steadily improves, we hope to continue to attract a strong investment from companies like DataPhysics. I commend our partners at Greater Rochester Enterprise and High Tech Rochester for their instrumental role in putting together an incentive package and attracting DataPhysics to West Henrietta.”

“We chose Rochester because it offers DataPhysics Research, Inc. a unique blend of relevant talent and community support in helping us build our business,” said DataPhysics President & CEO Steven Douglas. “We believe both will play an important role in our company’s success. We’re really looking forward to becoming a part of the Rochester community.”

Empire State Development has committed \$175,000 in Excelsior Jobs Program tax credits to this project. DataPhysics first considered a Rochester location as a result of the marketing efforts of the Greater Rochester Enterprise. GRE then brought DataPhysics to the attention of Empire State Development as well as High Tech Rochester, ESD’s Regional Technology Development Center for the Finger Lakes Region.

DataPhysics Research Inc. was formed in 2006 to develop image compression technology. After considerable discussion with clinicians and industry leaders, a more focused and all encompassing opportunity was conceived. DPR's vision consisted of creating a technological solution to replace today's manually intensive slice-by-slice analysis. DPR's product, CaseReader™, automates manual steps within the current workflow process enabling the radiologist to speed through studies with improved results and report turnaround times.

Its concept is grounded in the TRIP (Transforming the Radiological Interpretation Process) Initiative which aims to spearhead research, education and discovery of innovative solutions to address the problem of information and image data overload. The initiative fosters interdisciplinary research on technological, environmental and human factors to better manage and exploit the massive amounts of data. TRIP focuses on the following basic objectives: improving the efficiency of interpretation of large data sets, improving the timeliness and effectiveness of communication, and decreasing medical errors. The ultimate goal of the initiative is to improve the quality and safety of patient care.

The result of this transformation will affect several key processes in radiology, including image interpretation; communication of imaging results; workflow and efficiency within the health care enterprise; diagnostic accuracy and a reduction in medical errors; and, ultimately, the overall quality of care.

"Monroe County is thrilled to help announce the arrival of this new high-tech company that is investing in our economy and creating jobs for local residents," said Monroe County Executive Maggie Brooks. "In today's global economy, companies have the choice of doing business anywhere in the world and Dataphysics' decision to expand in Monroe County speaks volumes about our significant assets such as our world-renowned colleges and universities and highly-skilled workforce. This announcement is another excellent example of how our economic development programs positively impact job creation and Monroe County is proud to be a partner in this great project."

"DataPhysics is exactly the type of early stage, high growth potential business that HTR is set up to provide assistance to," said High Tech Rochester President James Senall. "We were glad to be able to work with the company to help them establish a presence here in the region, and we now look forward to helping connect them to our entrepreneurial ecosystem to accelerate their growth."

"DataPhysics was first exposed to the Greater Rochester, NY Region through research collaboration with Rochester Institute of Technology," said Greater Rochester Enterprise President and CEO Mark S. Peterson. "This effective partnership, along with the exceptional technology and talented workforce available in our community prompted DataPhysics to locate its product development and engineering center in our community."

Empire State Development is New York's chief economic development agency and administrator of [Business First](#), a statewide business resource portal. The mission of Empire State Development is to promote business investment and growth that leads to job creation and prosperous communities across New York State. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information on Empire State Development, visit www.esd.ny.gov.



###