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TELECOMWEB

As reported on:



World's First Smart RFID Medication Bottle

Gives Doctors Insight into Patient's Medication Habits, Monitors Critical Drugs in Supply Chain

Ottawa, March 10, 2004. Information Mediary Corporation (IMC) is proud to announce the expansion of its revolutionary Med-ic ECM™ (Electronic Compliance Monitor) lineup to include eCAP™, a smart RFID closure for medication bottles and vials (www.eCAP.biz). IMC, a leader in medication compliance technology, has teamed with Remind Cap International Ltd. to provide a dynamic, reliable and cost-effective packaging solution. Plastic liner components are supplied by Owens Illinois Prescription Products Inc. and have passed Federal child safety standards.

Med-ic eCAP™ will launch at Interphex 2004 in New York City, March 16-18, 2004.

The Med-ic eCAP, is an electronic reminder and monitoring system that tracks medication usage without active patient input. It consists of IMC's Med-ic™ RFID "smart" tag embedded in a Remind Cap International's bottle closure. It reminds the patient when the next dose is due and records the time the patient opens the bottle to remove the tablet or capsule, thereby logging the patient's medication compliance. The recorded data are then retrieved with IMC's CertiScan™ reader for review by the physician or pharmacist.

IMC is targeting two critical areas with the Med-ic eCAP™ solution: 1) Patient non-compliance, and 2) securing the pharmaceutical supply chain, as dictated by recent FDA requirements.

"With an estimated 87 percent of patients dropping out of lifelong therapy, such as with lipid-lowering agents, non-compliance is a critical health issue affecting our aging population," according to IMC President Allan Wilson MD, Ph.D.

The Med-ic eCAP™ is available immediately. It can be used in clinical trials where precise dosing data are critical, and also offers a wonderful co-branding opportunity for pharmaceutical manufacturers and pharmacy chains.

A complete supply chain solution for drug manufacturers and pharmacies, to be marketed as eCAP/Secure™, is available for pilot testing and will be released later this year.

IMC will demonstrate this and other exciting technologies at INTERPHEX 2004 (Booth 282), March 16-18 at the Jacob K. Javits Center in New York, NY.

Information Mediary Corporation (IMC), (www.informationmediary.com) is dedicated to advancing convergence of developments in the fields of medicine, logistics, high-technology, pharmacology, wireless, e-business and anthropology. A blister packaging solution, for Med-ic ECM™ (www.med-ic.biz) products is available through Shorewood Packaging, a business of International Paper (NYSE: IP) in the USA. All other Med-ic ECM™ products are available worldwide through Intelligent Devices Inc. (IDI), (www.ecmdevices.com), a wholly owned subsidiary of IMC. Med-ic, ECM, eCAP, eCAP/Secure and CertiScan are trademarks of IMC and IDI. Remind Cap is a registered trademark of Remind Cap International Ltd.

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