

Orthocrat Appoints Hayim Raclaw Vice President of Business Development

Tel Aviv, Israel, Jan 18, 2006 – Orthocrat, a leading provider of innovative orthopedics planning and templating solutions, today announced the appointment of Hayim Raclaw to the newly established position of Vice President of Business Development.

Prior to his appointment, Raclaw was Vice President of ContextVision Inc., the North American subsidiary of ContextVision AB of Stockholm Sweden, a medical image enhancement and processing company. In that position, he directed business development and sales throughout North America and successfully quadrupled annual revenue from the USA and Israel. During his three year tenure at ContextVision, he secured 14 OEM and VAR contracts with medical imaging companies and expanded product sales into new markets.

In addition, Raclaw brings to the position over six years of experience with Cedera Software Corp. Most recently, he served as Director of Business Development for Cedera, working with a customer-focused team that defined, launched and sold a wide array of medical imaging software products and PACS applications into the OEM, integrator and distributor markets across North America, Europe and Israel.

Zeev Glzman, CEO of Orthocrat, commented, "Hayim brings to the company international sales and marketing experience from the medical imaging industry. We are extremely pleased to have a professional of Hayim's caliber with a proven track record of expanding revenue and growing solid business relationships. Hayim's experience in sales and customer relations, together with Orthocrat's existing highly qualified team, will be critical to our success."

Hayim Raclaw said, "I am excited about working with Orthocrat's exceptional team. This entrepreneurial company develops innovative technologies that get recognized by both the end user and distributor markets and this has been rewarded with an impressive record of growth. Given Orthocrat's team, the market, and our partners, the future looks bright. Orthocrat is creating technologies of superior clinical and IT value for the growing Orthopedic market."

About Orthocrat

Feature-rich, user-friendly and Web-based, TraumaCad is the industry's leading digital orthopedic surgical planning and templating solution. It streamlines interventions, enhances outcomes and cuts costs by enabling advanced orthopedic surgical planning through precise manipulation of soft-copy images and application of fixation and prosthetic systems. TraumaCad also includes advanced modular deformity correction and pediatric packages.

Realizing a host of advantages over competing solutions, TraumaCad is a thin-client, DICOM application that integrates with any PACS and network architecture, while delivering a consistent orthopedic work environment over a Web-enabled PC. While distinguished by its standards-based architecture, it also is a highly effective stand-alone orthopedic solution.

Orthopedic surgeons at prestigious U.S. institutions have chosen Trauma-Cad for its industry-leading benefits. The advanced software solution also been selected by a range of well-known medical equipment manufacturers for integration into PACS solutions to enable state-of-the art digital orthopedic functionality.

TraumaCad was developed by a team of highly experienced clinicians who recognized a gap in the marketplace and were committed to filling it with a comprehensive, thoughtfully designed digital solution for orthopedic surgeons that they themselves would use. With offices in the U.S. and Israel, Orthocrat was formed in 2003 to market TraumaCad worldwide and maintain the company's strong commitment to research, development and quality that today has become its hallmark.

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