

## Press Release

# »gene-sensor« Version 7 to Be Previewed at 2<sup>nd</sup> Bremer Life Sciences Forum

## Powerful Life Sciences Business Intelligence Solution with Expanded Offering In-house Installation at Customer Site Now Available

Bremen, Germany, 02 June 2009

[iito] Business Intelligence, a provider of customised life sciences business intelligence, will preview the latest release of its business intelligence solution »gene-sensor« at the 2<sup>nd</sup> Bremer Life Sciences Forum on 16 June 2009 in Bremen, Germany.

Version 7.0 expands the available subscription models for »gene-sensor« at the upper end and at the bottom line. Customers can now choose to run the »gene-sensor« system in-house and add confidential information without even touching the internet. This way it becomes possible to organise internal know-how with the relational [gs] database system and to link this proprietary information to external information available via the »gene-sensor« database.

At the bottom line [iito] now offers a powerful, yet very cost-effective subscription model which is called [gs] »Professional«. This offering includes a customised homepage, as well as sophisticated search options and the download of results as Excel tables. For example, you can search with one click for information with regard to a particular region or business group, product group or disease area.

Marcus Lippold, founder of [iito], states: »We are glad to present the newest version of [gs]. The ability of our business intelligence offering to organise data for decision-making has in the past led to more and more requests by customers to use »gene-sensor« with their internal data to get the most out of confidential and proprietary information. We are excited to have been able to respond to these requests very fast with our latest [gs] release that makes in-house installation possible.

At the same time, many small companies – with only one or two senior executives active in business development and strategic planning; and a clearly defined area of business interest – have time and again asked for a lower-priced version, that makes the power of »gene-sensor« accessible for them in a very easy to use, but yet powerful way. The official release of »gene-sensor« version 7.0 is scheduled for July 2009«.

The 2<sup>nd</sup> Bremer Life Sciences Forum is organised by “Life Sciences Bremen”, the association of the life sciences companies in the Federal State of Bremen, in cooperation with WFB Wirtschaftsförderung Bremen. The Forum takes place in the heart of the city of Bremen, at the Kontorhaus am Markt (Langenstr. 2–4, Entrance Stintbrücke 1, Room 128/130) on Tuesday, 16 June 2009 and begins at 17:30.

#### **About [iito] and »gene-sensor.com«**

»gene-sensor« offers manually curated, systematically edited information for business development purposes since 2002. One can find and evaluate customers, suppliers, financing partners, and competitors in a quick and intelligent way.

All content is organised hierarchically and multiple powerful search options are available. Every week more than 100 up-to-date documents are added to the database and are indexed with keywords, including complex keywords for deals and transactions.

The »gene-sensor« offering includes a customised version, ultimately competing with research reports and consultants or information brokers at a more than competitive price. Tracking of up to five organisations can be included in the customised version, making »gene-sensor« a very powerful and efficient up-to-date management tool. For more information visit [www.gene-sensor.com](http://www.gene-sensor.com)

#### Contact:

Marcus Lippold

[iito] Business Intelligence

Parkallee. 24

28209 Bremen

Germany

Fon + 49 (0) 421-62659196

E-Mail: [mlippold@iito.de](mailto:mlippold@iito.de)

Web: [www.gene-sensor.com](http://www.gene-sensor.com)