



## **FUJIFILM Irvine Scientific Becomes Sole Worldwide Distributor of Presagen's Life Whisperer, Software Application Which Uses AI based Analysis for Assessing Embryo Quality**

*The high-resolution image-based ART workflow software uses artificial intelligence to provide objective embryo grading to assist embryologists during embryo selection*

**SANTA ANA, California, August 10, 2021:** FUJIFILM Irvine Scientific, Inc., a world leader in the innovation, development, and manufacture of cell culture media and assisted reproductive technologies (ART), today announced that it will become the sole worldwide distributor of Life Whisperer, the fertility arm of Presagen, a leader in Artificial Intelligence (AI) healthcare. Life Whisperer is a non-invasive and web-based software product that uses image-based analysis and AI to assist the embryologist's determination of embryo viability.

While many factors affect the success rate of *in vitro* fertilization (IVF), the conventional method of determining embryo viability by optical microscopy can be subjective, and critical morphological features that indicate embryo viability may be missed. The Life Whisperer software can aid this process by analyzing high-resolution digital camera images taken of Day 5 embryos to assist in identifying embryo morphological features that correlate with uterine implantation potential. The AI algorithm produces a confidence score that objectively indicates an embryo's implantation potential to produce an objective and standardized embryo viability score, thereby aiding embryologists in their effort to select embryos based on their likelihood of leading to a successful pregnancy.

"Fujifilm is a leading company of medical imaging and AI. We view Presagen's emerging suite of AI-enabled fertility workflow tools as a strong complement to our portfolio of ART product offerings and aligned with Fujifilm's broader commitment to AI," said Tim Mullane, president, and chief operating officer of FUJIFILM Irvine Scientific.

"FUJIFILM Irvine Scientific continues to be the leader in providing innovative technologies to help tackle the challenges seen in IVF with the goal of helping to build families," said Steven Geimer, executive director of the Medical Business Unit, FUJIFILM Irvine Scientific. "We believe that AI-based ART technology can significantly impact the embryo selection process by providing an objective tool that

embryologists can utilize as part of their process to help in the endeavor to increase a patient's pregnancy potential."

Presagen developed and implemented a healthcare information network that enables IVF clinics to access the AI tools through the secure and real-time transfer of clinical medical data. That networking platform underpinned the development of the Life Whisperer embryo viability tools.

"Presagen is committed to improving health through the implementation of artificial intelligence," said Dr. Michelle Perugini, chief executive officer and co-founder at Presagen. "Life Whisperer tools were developed in collaboration with IVF clinics across the world. Additional fertility tools are under development which will be seamlessly integrated into our current AI platform. This application of AI offers embryologists an objective method of assessing embryo quality to help them increase the chance of a successful pregnancy for their patients."<sup>1</sup>

The Life Whisperer embryo viability product is expected to be available this summer through FUJIFILM Irvine Scientific and its existing distribution channels. The initial offering of the Life Whisperer embryo viability product will be authorized for sale in a number of countries across Europe and Asia Pacific. Additional countries are expected to be added as authorization for use by their respective regulatory agencies is received. Not for sale in the USA. For more information about using Life Whisperer and the current list of countries where it is available, please visit [www.irvinesci.com/lifewhisperer](http://www.irvinesci.com/lifewhisperer).

## **Notes to Editors**

### **FUJIFILM Irvine Scientific** [www.irvinesci.com/](http://www.irvinesci.com/)

FUJIFILM Irvine Scientific, Inc., is a worldwide leader in the innovation and manufacture of cell culture media, reagents, and medical devices for researchers and clinicians. The company provides unrivaled service and quality to scientists working in biopharmaceuticals, cell therapy, and regenerative medicine, assisted reproductive technology and cytogenetics, and industrial cell culture for the large-scale production of biotherapeutics and vaccines. FUJIFILM Irvine Scientific adheres to both ISO and FDA regulations and operates dual cGMP manufacturing facilities in California, USA, and Tokyo, Japan. The company's consultative philosophy combined with expertise in cell culture and compliance provides customers with unique capabilities and support. For over 50 years, FUJIFILM Irvine Scientific has remained uniquely flexible and focused on media while becoming a strategic global leader in media products and services. FUJIFILM Irvine Scientific, Inc. is a subsidiary of FUJIFILM Holdings America Corporation reporting to FUJIFILM Holdings Corporation.

### **FUJIFILM Holdings Corporation** [www.fujifilmholdings.com](http://www.fujifilmholdings.com)

FUJIFILM Holdings Corporation, Tokyo, Japan, brings cutting edge solutions to a broad range of global industries by leveraging its depth of knowledge and fundamental technologies developed in its relentless pursuit of innovation. Its proprietary core technologies contribute to the various fields including healthcare,

highly functional materials, document solutions, and imaging. These products and services are based on its extensive portfolio of chemical, mechanical, optical, electronic and imaging technologies. For the year ended March 31, 2021, the company had global revenues of \$21 billion, at an exchange rate of 106 yen to the dollar. Fujifilm is committed to responsible environmental stewardship and good corporate citizenship. For more information, please visit: [www.fujifilmholdings.com](http://www.fujifilmholdings.com).

**Presagen** [www.presagen.com](http://www.presagen.com)

Headquartered in Australia and with offices in San Francisco and London, Presagen is an artificial intelligence (AI) healthcare company focused on building scalable AI products to improve women's healthcare outcomes globally. Presagen changes the way the global medical data is connected to build and deliver affordable, accessible, AI-enabled healthcare products. Its platform, The Social Network for Healthcare, connects a global collaborative network of clinics and their diverse medical data to create scalable and unbiased AI products. Presagen's flagship fertility products are branded Life Whisperer and focus on the application of AI to improve IVF outcomes for couples struggling with fertility. Life Whisperer applications are authorized for sale in two thirds of the global market and are being sold in IVF clinics globally.

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1. VerMilyea M, Hall JMM, Diakiw SM, et al. Development of an artificial intelligence-based assessment model for prediction of embryo viability using static images captured by optical light microscopy during IVF. *Hum Reprod.* 2020;35(4):770-784. doi:10.1093/humrep/deaa013

This product is a software application for assessment of embryo images, intended to be used for clinical decision support to aid in the selection of embryos during *in vitro* fertilization (IVF) procedures. Not intended to be used as direct diagnostics.