



**Master Colors®, LLC the “World leader in Color Quantification Technology” announces patent filing for Early Cancer Detection.**

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Master-Colors, LLC ([www.master-colors.com](http://www.master-colors.com)) the developer of several award-winning plug-ins for Adobe software applications today announced it has filed a patent, in a joint venture with Ontario Beach Systems, LLC for an innovative method for early cancer detection.

Master Colors has joined forces with former Rochester Institute of Technology Professor, Ed Granger, PhD, to objectively identify early stage tumors and image to cancer diagnoses, so doctors will make fewer diagnostic errors.

This most recent intellectual property filing is entitled “A Method & Apparatus for Uniquely Identifying tissue pathology”. It relates generally to the area of medical imaging technology and specifically to applying color to images generated by medical imaging devices for the purpose of more clearly distinguishing pathological tissue from normal tissues in humans. The anticipated end result will be a process to detect cancerous tissue at an earlier stage of development.

Master Colors’ technology affords the unprecedented capability to precisely quantify color relationships based on visual contrast. “This medical imaging patent is based on our ground breaking ‘color quantification technology’ for which we have already been awarded two distinct patents from the US Patent and Trademark office”, says Neil Murphy, Master Colors Vice President Sales and Marketing,

Currently, a disproportionate number of cancer diagnoses result in false positives or erroneous negatives, says Mr. Murphy, “Our invention responds to the pressing need for a much higher level of efficacy in the field of medical imaging. In addition, our process stands to greatly reduce the fatigue factor experienced by diagnosticians while attempting to discern tissue anomalies from a grayscale image.”

Master Colors is currently seeking capital to facilitate bringing this urgently needed medical imaging technology to fruition.

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