

Press release

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For immediate release

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Barco presented with Frost & Sullivan Award for Leadership in the European medical display market

KORTRIJK, Belgium, 22 February 2007 - Visualization specialist Barco is proud to announce that it has been granted the 2006 Award for Market Leadership in the European medical display market by global growth consulting company Frost & Sullivan. The award is presented each year to the company that has established itself as the market leader in its respective industry, based on criteria such as market share, revenue growth rates, profitability, market strategy and technology innovation. Barco received the award during the Excellence in Healthcare Awards banquet on February 21st. Recently, the Belgium-based company also received awards honoring its Customer Value, Technology Innovation and Growth Strategy Leadership.

"The key to long-term market leadership lies in responding to the demands of a modern hospital environment whilst simultaneously maintaining and nurturing traditional relationships with both hospitals and medical imaging partners. Barco has demonstrated great focus in adapting to a changing hospital environment, ensuring that it remains the first choice for medical displays in the future", explained Martin Bryant, Medical Imaging Programme Leader Frost & Sullivan. He added: "An inventive marketing strategy has been successfully supported by innovative R&D to ensure that Barco remains at the forefront of developing market trends. These efforts have consolidated Barco's number one position in the market for medical displays in Europe".

Luc Colle, Regional Director EMEA of Barco's Medical Imaging Division, stated: "We are proud to see our vision and market approach endorsed by this prestigious award. It recognizes our profound commitment to deliver innovative imaging solutions that enable our customers all over the globe to enhance the performance of their digital imaging equipment, be it for diagnosis, viewing, referral or surgical planning."

Barco's dedication and market leadership is demonstrated in the breadth and diversity of its recent product innovations. In addition to new generations of its successful NIO and CORONIS diagnostic display systems, Barco introduced a new range of advanced display solutions for the integrated OR and a new generation of its powerful VOXAR 3D advanced visualization tools. Furthermore, Barco recently pioneered with the launch of MEDICAL QAWEB, the industry's first online service for high-grade Quality Assurance of PACS display systems.

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About Frost & Sullivan

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit <http://www.awards.frost.com> or <http://www.healthcare.frost.com>.

About Barco

Barco, a global technology company, designs and develops visualization products for a variety of professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. Barco (Euronext Brussels: BAR) is headquartered in Belgium and is present in more than 90 countries with about 3800 employees worldwide. Barco posted sales of euro 712 million in 2005.

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