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## **Data Reduction Systems Receives Patent for PharmaSync™ Real-Time Electronic Data Collection Tool**

**Designed and developed specifically  
for the life sciences and healthcare industries**

**Union, NJ – July 15, 2005** – Data Reduction Systems Corp. (DRS) ([www.drscorp.com](http://www.drscorp.com)), a leading provider of information products and services, announced today that its patent application on its PharmaSync™ Electronic Real-Time Data Collection Tool has been allowed by the United States Patent and Trademark Office. PharmaSync™ was invented for pharmaceutical companies as an alternative to conventional paper based methods, which typically track prescription drug samples slated for distribution at some future date. Conversely, PharmaSync™ carries out all tracking and distribution activities in real time – from samples request through to samples disbursement from a central inventory. The soon-to-be patented technology enables pharmaceutical companies to eliminate paper documents, speed dissemination of data, and improve data integrity. Collectively, these and other features are aimed at making it easier for organizations to manage and comply with a wide range of compliance requirements driven by regulations mandated by the Prescription Drug Marketing Act (PDMA).

Intuitive and easy-to-use, PharmaSync™ makes samples transaction processing simpler and more cost effective:

1. Using any Windows® Mobile hand held device, the pharmaceutical company representative transmits a request to distribute samples to a specific physician to the company's systems server. PDMA requirements are covered as the request includes both the rep's and physician recipient's identifiers and a statement describing the contents of the samples to be distributed.



2. The system automatically confirms the rep's authority to distribute the samples and the recipient's authority to receive them. The transaction request is evaluated against the pharmaceutical company's business rules and an authorization code is issued.
3. The content and quantity of the shipment is deducted from the local and central inventories and the samples may then be distributed to the validated practitioner.

"The allowance of our patent application is gratifying affirmation to what we've known for quite some time –the technology built into PharmaSync™ is truly unique in the world of prescription drug sampling and tracking tools," said Rick McQuade, President of Data Reduction Systems.

"PharmaSync™ is leading the charge from reliance on mature to leading edge technologies. By doing so, not only can sample accountability activities be handled in real time, but they can also be managed easier and more efficiently. Clients are amazed at how cost-effective and seamless the migration from paper to electronic can be. If customers require a hybrid system which includes paper based sampling, PharmaSync can be used in conjunction with our validated DataView product."

**About Data Reduction Systems Corp.**

Since 1985, Data Reduction Systems Corp. has been at the forefront of new information management technologies. From its origin in micrographics to the latest innovations in digital storage, the company has always offered state-of-the-art archival and retrieval solutions to its industry partners. This business strategy has enabled some of the world's leading companies to enhance the integrity of their corporate standings through better management of their vital business records. DRS is located in Union, New Jersey.

For more information, please contact DRS at 908.687.5636 or visit [www.drscorp.com](http://www.drscorp.com)

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