
IDC Receives Great Response at the CMEF Show

Calgary, Alberta – November 16, 2016 - Imaging Dynamics Company Ltd. ("IDC" or the "Company") (TSXV:IDL) is pleased to report that it recently returned from exhibiting at the China International Medical Equipment Fair ("CMEF"), the largest exhibition of medical equipment, related products & services in the Asia-Pacific region. The show took place from October 29 to November 1, 2016 at the Shenzhen Convention & Exhibition Center, China. This was the 76th CMEF and attracted over 120,000 participants from more than 100 countries and regions around the world.

IDC had a prominent booth in where it displayed its industry leading intelligent DR systems as well as it also launched new innovative products including a Mobile DR, a U-arm DR, a Veterinary DR and a Floor Mounted DR. In addition to these new products, IDC presented and displayed several new features, including a new functionality for multi-level images.

From a sales and channel expansion perspective, IDC introduced new pricing and after sales support programs for distributors, system integrators and value added resellers. These programs were very well received and have generated significant interest from both existing and new channel partners.

"The response we received at CMEF frankly surpassed all of our expectations," said Mr. Ian Liu, IDC Vice President. "What became clear to me is we now have an immediate need to rapidly hire additional sales and support people to follow up on the significant number and size of new near term and longer term opportunities that emerged at the show. The recently closed financing will ensure we can execute on this quickly and effectively."

About Imaging Dynamics Company (IDC):

IDC is a global medical imaging technology provider and innovative force in the high growth field of digital radiography (DR) technology.

The Company has thousands of installations, in 50 countries, of its proprietary, award winning direct capture DR technology, which replaces conventional film-based diagnostic imaging and provides a cost-effective solution for medical facilities of all sizes to provide high quality diagnostic X-ray images and improve the level of healthcare for their patients.

Throughout its history, IDC has been recognized by multiple industry organizations and research analysts such as: Frost & Sullivan and Deloitte Technology; for its dedication to innovation, global market growth, and customer focused value proposition.

The Company has its corporate office in Calgary, Canada, a sales and marketing office in Beijing, China, and also operations, research and development centres in Calgary, Canada and Shanghai, China.

Visit the IDC web site: www.imagingdynamics.com

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