**Speciality Area:** Bamboccioni: Powerful, Promising MR Techniques that Have Yet to Leave Home-Challenges to Widespread Clinical Adoption

**Speaker Name:** Angelique Louie, Professor, Department of Biomedical Engineering, University of California, Davis, CA 95616 aylouie@ucdavis.edu

**Talk Title:** The Promise of Targeted Molecular Imaging Contrast Agents

**Target Audience:** Researchers and clinicians interested in the future of molecular imaging

**Outline:** Promessa**.** Promesse. Promise. A noun indicating a possibility for future achievement. This brief summary is constructed in the interest of not spoiling the plot of the 7 minute argument supporting the promise of molecular imaging.  Molecular medicine is increasing discussed by clinicians as the future of clinical practice. Molecular imaging fits keenly and critically into the scheme of molecular medicine and in this whirlwind presentation we discuss how and why.  What could be gained with the successful translation of molecular imaging to the clinic?  Why is it important that we continue to explore this intellectual space?  Come Friday morning and find out in this rousing Point/Counterpoint session!