

New Ultrasound Products Boost Canon Medical's Contribution to Women's Healthcare

The 29th ISUOG World Congress of Ultrasound in Obstetrics and Gynecology was held in Berlin, Germany, October 2019. The four-day event attracted more than 3,100 attendees, and was the largest ISUOG Congress ever. Canon Medical made a major contribution to the event demonstrating its commitment to Women's Healthcare. Alongside introducing a trio of dedicated Women's Healthcare Ultrasound systems, Canon Medical also hosted a four-day program of educational activities that included insight sessions and live scans.

Introducing a robust portfolio of Women's Healthcare solutions

Canon Medical's portfolio of Women's Healthcare (WH) solutions is expanding rapidly. Its new Ultrasound range, which includes the Aplio i700 WH, Aplio a550 WH and Aplio a WH has been designed following full research of specialist's and patient's needs. As for all its product design and manufacture, Canon Medical is inherently guided by its corporate philosophy 'Made for Life'.

Visitors to the Congress were introduced to the flagship Aplio i700 WH with unique features that can include: Fetal Wall Motion Tracking - a raw-data-based speckle-tracking technology that helps clinicians assess fetal heart function in greater detail for earlier detection of fetal- and maternal risk during pregnancy; and a high frequency ultra-wideband

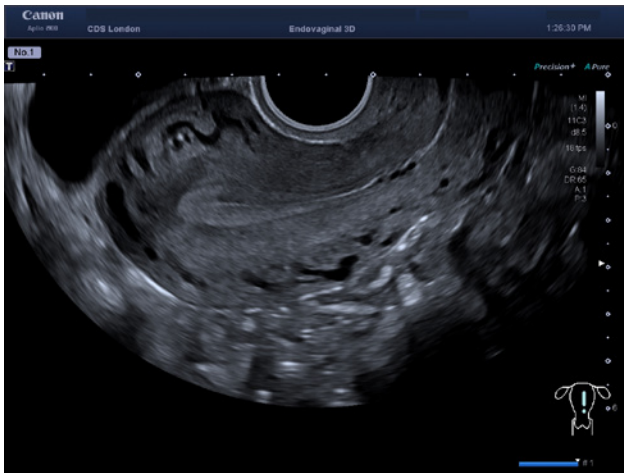
active matrix transducer that delivers finer imaging details. In addition, the new Aplio a550 WH was unveiled. This system integrates technologies from Canon Medical's Aplio i-series, with a wide range of Women's Healthcare applications designed to enhance diagnosis for any busy high end routine imaging department. The complete new ultrasound system Aplio a WH - the perfect solution for daily routine, full customizable with only the possibilities and technologies that each individual prenatal or gynecological department needs - was also launched. The Xario g-series, which delivers an unique set of mobility and productivity features, including an impressive, eight-hour cable-free battery performance and two-second start up time, while continuing to offer Canon Medical's proven high-quality imaging capabilities, completed the suite of products presented at the Congress.

...with superior standard features

Canon Medical's dedicated Women's Healthcare systems with its pink pearl color accent include as standard: a 3D/4D software package with Luminance - a rendering mode that simulates shadows in 3D/4D for better depth impression; the unique Superb Micro-vascular Imaging (SMI) with excellent sensitivity and resolution, almost no motion artifacts and a high frame rate for accurate imaging at low flow velocities; horizontal endovaginal probe holder for specialist convenience; and a gel warmer for patient comfort.



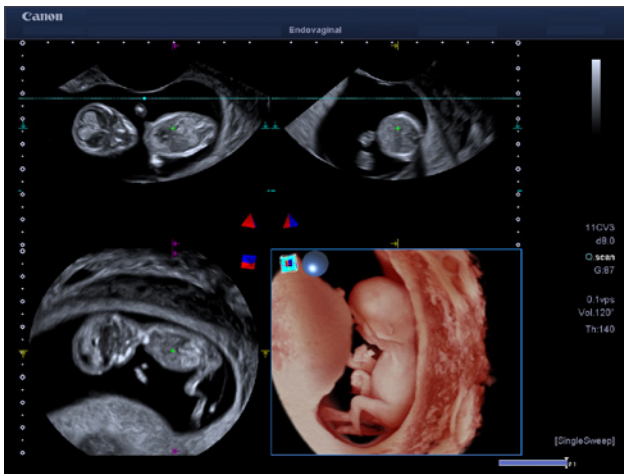
Canon Medical Systems Europe's Ultrasound Team at ISUOG 2019.



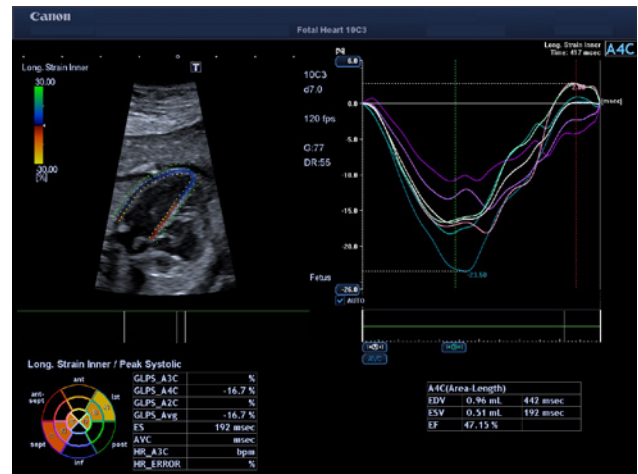
Endovaginal B-Mode ultrasound image of Uterus with endometrium.



Fetal profile with clear definition of nasal bone and corpus callosum.



3D Multiplanar image of 12 weeks fetus.



2D Speckle Tracking of the Fetal Heart.

Specialist insight

With an intensive program of educational activities, including 14 insight sessions, as well as live scans, key opinion leaders in maternal fetal medicine and gynecology from all over the world presented the clinical value of Canon Medical's imaging technologies and new Women's Health portfolio, and shared their experiences with attending healthcare professionals. These sessions had a great educational value and were very well visited. Most of the sessions included educational live scans to demonstrate the full value of the technology in all trimesters, and are available on YouTube*. Besides the Canon Medical's insight sessions, visitors had the chance to watch live demonstrations supported by Canon Medical during the official congress program.

Full line-up

"We offer now a full line-up of comprehensive Ultrasound solutions for Women's Healthcare to fulfill specialists' expectations for clear and fast diagnosis from routine clinic to research university," said Petra Labs from Canon Medical Systems Europe/ Women's Health Ultrasound team. //



* <http://tinyurl.com/ye49oh54>