



ESAOTE LAUNCHES NEW CRYSTALINE AT ECR 2014:

ENHANCING THE PRODUCTIVITY, EFFICIENCY AND VALUE OF ULTRASOUND

**REALISING APPLICATION OF ULTRASOUND THROUGH PREVENTION, DIAGNOSIS
TO INTERVENTION & THERAPY**

[27th February, Genoa, Italy] **Esaote**, one of the world's leading manufacturers of medical diagnostic systems, today launches **CrystalLine**, a significant evolution of its ultrasound technology that delivers new levels of accuracy, quality, versatility and value.



CrystalLine's superior technical capabilities enable high quality images to be captured at greater depth in the body. This significant improvement overcomes the challenges associated with larger and more technically difficult to scan patients.

CrystalLine incorporates specific hardware and software features that build on the advanced eHD ultrasound technology Esaote introduced last year. The reality of higher quality, clearer imaging at increased depth, now enables clinicians to confidently use ultrasound in borderline examinations and interventional ultrasound procedures.

Carlos Faustmann, Esaote's Chief Global Marketing and Domestic Sales Officer, explains: "Ultrasound is highly valued for its safe, non-invasive nature, and continues to evolve and prove its value. One of the challenges has been capturing high quality images in those technically difficult patients. CrystalLine *changes all that.*"

CrystalLine: A flexible tool for multiple Ultrasound applications

Major technical improvements provided by CrystalLine include Combined Pulse Imaging Technology which effectively increases depth-of-field, improving the imaging of structures deeper in the body. Combined with the new XView+ speckle-noise reduction system, fully adjustable by the operator, helps to produce an optimal personalised image.

Esaote systems with CrystalLine are also able to synchronise in real-time with therapeutic applications such as Echolaser to guide laser ablation and other procedures.

"CrystalLine enables clinicians to synchronise with interventional systems such as medical lasers," continues Faustmann. "This feature plus the introduction of the 0 degrees biopsy-interventional dedicated probe, is an example of the huge potential for Esaote and ultrasound in direct therapeutic applications."

CrystalLine is available across Esaote's MyLab™Twice, Seven and Alpha ultrasound systems.

Additional Dedicated MRI and Healthcare IT advances unveiled at ECR

The new **eXP Technology** upgrade for Esaote's Dedicated MRI systems enables faster examinations and increased diagnostic confidence. eXP Technology will be

showcased at the Esaote booth on the **O-scan and G-scan Brio**, where clinical image presentations will be conducted to demonstrate enhanced image quality.

SUITESTENSA RIS PACS advanced information system for the management of all Radiology Department activities will also be unveiled at ECR. **Suitestensa** now includes second-generation Structured Report functionalities and 3D applications for additional opportunities and reduced workflow. Mobile PACs enables off-site access to images.

For clinicians who would like to experience these advances first hand, an **Ultrasound Workshop with the MyLab™Twice CrystalLine** will be held at ECR 2014.

Upgrade for existing systems

Esaote **MyLab™Twice, Seven and Alpha** systems are showcased with CrystalLine at ECR 2014 together with the eXP Technology on **G-scan brio and O-scan**. CrystalLine and eXP Technology will be available as an upgrade to existing versions of these systems later this year.

-ENDS-

Media enquiries: Rachel Cunningham rachelg@roadcommunications.co.uk Tel: ++44(0)208 995 5832 / www.roadcommunications.co.uk

Esaote @ ECR 2014: Esaote will be exhibiting at the European Congress of Radiology 2014 at Vienna, 6-10th March 2014. **Location:** Entrance Level – Expo Extension A – Booth No.8

Media interviews @ ECR 2014: To arrange an interview with a member of the senior marketing team (Carlos Faustmann, Chief Marketing Officer, Global Marketing and Domestic Sales, Esaote Group) please contact Rachel Cunningham for availability.

Exhibiting at ECR 2014:

E-news: http://www.esaote.com/media/docs/enews/Esaote_ENews_ECR2014.pdf

CrystalLine

ECR 2014 marks the official launch of CrystalLine. The following systems will be on show:

MyLab™Twice CrystalLine with Virtual Navigator/Fusion Imaging

MyLab™Seven CrystalLine

MyLab™Alpha CrystalLine

CrystalLine Video available at:
<https://www.youtube.com/watch?v=14ztltmVlIE&list=PLA962934180A0A6D0&index=2>

Interventional Ultrasound: ALL-IN-ONE

Echolaser will demo Esaote's dedicated ALL-IN-ONE approach, an innovative concept able to deliver diagnosis, therapy, interventional and follow-up dedicated solutions. Presentations will occur throughout ECR.

Dedicated MRI

The new **eXP Technology** upgrade for Esaote's Dedicated MRI systems enables faster examinations and increased diagnostic confidence. eXP Technology features will be showcased at the booth on the **O-scan and G-scan Brio**, where clinical image presentations will be conducted to demonstrate the enhanced image quality.

Healthcare Information Technology

SUITESTENSA: RIS PACS advanced information system for the management of all Radiology Department activities will unveil at ECR. **Suitestensa** now includes second-generation Structured Report functionalities and 3D applications for additional opportunities and reduced workflow. Mobile PACs enables off-site access to images.

Ultrasound Workshop @ ECR

For more information visit:

http://www.esaote.com/media/docs/ECR2014_Workshop_EsaoteBracco_invitation.pdf

About Esaote

With €325.3 million consolidated sales in 2012 (of which 70% were generated from international markets), Esaote Group is a leading player in the biomedical equipment sector, with a particular focus on ultrasound, dedicated magnetic resonance, and software for managing the diagnostic process. Esaote has over 1,360 employees, 20% of which are employed in R&D activities. Esaote has industrial and research units in Italy (Genoa, Florence, Naples), the Netherlands (Maastricht) and China (Shenzhen). Esaote is internationally recognised as one of the "**Top Ten**" diagnostic imaging companies in the world and enjoys the co-operation of worldwide scientific and clinical research centres and universities. Esaote has filed more than 120 international patents.

Information about the Esaote Group and its products is available at www.esaote.com

Virtual Navigator is not available for sales in the USA.

EchoLaser is a product of Elesta joint venture Esaote – El-En.

EchoLaser is not yet available for sales in the USA.

Technology and features are system/configuration dependent. Specifications subject to change without notice. Information might refer to products or modalities not yet approved in all countries. For further details, please contact your Esaote sales representative.