



## ESAOTE LAUNCHES MyLab™Eight:

### NEW FLAGSHIP PRODUCT IN MyLab™ ULTRASOUND FAMILY

2 March 2016 [GENOA, ITALY] - **Esaote**, which is one of the world leaders in the manufacture of diagnostic ultrasound systems and probes and has been on the market for more than 30 years, **launches MyLab™Eight at ECR 2016**, the flagship platform in its Ultrasound portfolio. Esaote MyLab™Eight Ultrasound system defines a new standard in Image Quality for confident diagnosis. MyLab™Eight is the culmination of Esaote's commitment to R&D in order to meet the increasing demands of modern healthcare in terms of outstanding image quality and ease of use.

#### Confident Diagnosis

MyLab™Eight incorporates the new eMPowered Engine to optimize high-density single crystal transducers to enable images to be captured deeper in the body with unprecedented quality for difficult-to-scan patients.

The new WideView visualization technology offers sharp diagnostic image clarity with enhanced spatial and contrast resolution.

With high-frequency imaging, advanced hemodynamic evaluation tools such as XFlow and HD CFM, and complete portfolio of probes, Esaote offers solutions covering Radiology, Cardiovascular, Obstetrics and Gynecology as well as Interventional and Surgery.



*“MyLab™Eight represents the Esaote effort in developing a system whose main characteristics are focused on wide-ranging diagnostic capability, completeness of tools, use flexibility and configuration modularity to properly meet today’s most demanding ultrasound clinical needs”, said **Leonardo Forzoni, Esaote’s Clinical Marketing Manager for Ultrasound.** “Our strength to reach the target of clinical efficacy and diagnostic confidence has been achieved through the development of our empowered platform and a full portfolio of new technologies, such as high-density single crystal transducers together with WideView high definition IPS visualization technology. Thus enhancing image quality and related clinical information”.*

## **Productivity and Comfort**

Esaote's focus on the prevention of work-related musculoskeletal disorders runs through a new approach to design: from award-winning appleprobe transducers to MyLab™Remote, the remote system user interface App that allows MyLab™Eight to be controlled via smartphone or tablet. The touchscreen-based workflow offers intuitive commands so that the system can be easily operated in any scanning condition. Wireless and wired connectivity offer numerous data saving and transmission options.

## **Advanced tools**

A full assortment of advanced tools, including QElaxto shear wave quantitative elastography, Virtual Navigator real-time Fusion Imaging, RF-based QIMT, QAS arterial stiffness quantification, CnTI™ contrast enhanced ultrasound, and many more, make MyLab™Eight a unique solution for everyday clinical needs and the most demanding **research activity.**

**Massimo Rosa, Esaote’s Chief Global Marketing Officer** said *“The economic situation today in most countries, as well as the expenditure reforms, have impacted on the healthcare purchasing process. Financial constraints and the increase in average life expectancy are opposing forces in terms of up-to-date diagnostic resources and latest effective technologies.*

*Esaote put all its strength into developing MyLab™Eight in order to give our customers a valuable solution in terms of premium diagnostic capabilities and clinical efficacy in order to respond effectively with a conscious value to healthcare needs: a solid platform to expand the access to innovative technologies."*

Esaote will be exhibiting MyLab™Eight at ECR 2016. For more information please visit our online resources at [www.esaote.com](http://www.esaote.com)

[ENDS]

**Esaote@ECR 2016:** Esaote will be exhibiting at ECR 2016, Vienna, March 2<sup>nd</sup> - 6<sup>th</sup> 2016.

**Location: EXPO X5, BOOTH #9**

For more information on Esaote's MyLab™Eight@ECR 2016, visit [ESAOTE AT ECR 2016](#)

### **Media enquiries**

**Interviews@ECR:** interviews can be arranged with a member of the senior marketing team, Massimo Rosa, Chief Global Marketing Officer, Esaote Group - [massimo.rosa@esaote.com](mailto:massimo.rosa@esaote.com), or Leonardo Forzoni, Clinical Marketing Manager for Ultrasound - [leonardo.forzoni@esaote.com](mailto:leonardo.forzoni@esaote.com)

### **About Esaote**

With €280 million in consolidated sales in 2015, 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 about 1.250 employees with manufacturing and research units in Italy and the Netherlands. Esaote is internationally recognized as one of the "Top Ten" diagnostic imaging companies in the world, and enjoys the co-operation of worldwide scientific and clinical research centers and universities. Esaote has filed more than 120 international patents.

Information about the Esaote Group and its products is available at [www.esaote.com](http://www.esaote.com)

This Product is not for demonstration and sales yet (no conformity approval available).

Technology and features are system/configuration dependent. Specifications are 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.