



## Esaote will showcase eHD Technology and Prevention Suite at Medica 2013

**Düsseldorf, Germany** (October 15<sup>th</sup>, 2013) – On the occasion of **Medica**, the world's largest event for the medical sector, to be held in Düsseldorf on **November 20<sup>th</sup>-23<sup>rd</sup>**, Esaote presents eHD Technology and Prevention Suite.

**eHD** is the Esaote technology to innovate ultrasound imaging and improve the systems' use. It represents our attention to the diagnostic value, optimizing all the aspects of the chain a signal has to travel through, starting from the echo generated by the patient's body up to the arrival on the system's monitor. Diagnostic value enhancement and system usability optimization are the main key factors taken into consideration in this innovative development. Increased sensitivity in all modes as well as an increased high resolution and penetration give clinical user an excellent opportunity to fixing an added value in high end diagnostic and therapy.

Cardiovascular diseases are the leading causes of death and disability in the world. Out of the total death, heart attacks are responsible for 42% and strokes were responsible for 35% in 2008, according to Global Atlas on Cardiovascular Diseases Prevention and Control. While cardiovascular diagnosis is getting more and more precise every day, cardiovascular diseases continue to rise because preventive measures are inadequate. **Esaote's Prevention Suite** offers dedicated tools to perform this study, by providing quick and reliable measurement of carotid intima media thickness and arterial stiffness, together with cardiac deformation indexes and coronary flow quantification.

"Prevention Suite in combination with the eHD Technology represent the latest Esaote's breakthrough in ultrasound imaging" - said Willy Luiten, General Manager of Esaote Germany.

During the next Medica 2013, Esaote will showcase **MyLab™Twice, MyLab™Alpha, MyLab™Seven** with eHD technology as well as **MyLab™Touch, MyLab™Five, MyLab™25 XVG** and **MyLab™40** - a wide range of ultrasound solutions to satisfy any clinical need.

Visit us at **BOOTH 9A22** and get the latest updates about innovative ultrasound systems and advanced technologies.

With about 325 millions euro consolidated sales in 2012 (70% of which coming from the international markets) the Esaote Group is leader in the sector of biomedical equipment (in particular, ultrasound, dedicated magnetic resonance and software to manage the diagnostic process). Today Esaote gives work to over 1360 employees, 20% of which employed in the R&D activities. Esaote is present with its industrial and research units in Italy (Genoa, Florence, Naples) in the Netherlands (Maastricht), and in China (Shenzhen). Esaote is internationally recognized to be one of the "Top Ten" world's leading diagnostic imaging companies. Esaote S.p.A. is owned by Ares (39,8%), IMI Investimenti of Intesa Sanpaolo Group (19,2%), Equinox (13,2%), MP Venture (13,2%), Carige (8,2%) and by 100 managers and directors of the Group (6.4%). Information concerning Esaote and its products are available on the Internet site at the address <http://www.esaote.com>.

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.