

Press Release

"Never Stop Seeing the Unseen": it's Esaote's new communications campaign aimed at highlighting innovation, research and development

March 26th - Genoa, Italy – **"Never Stop Seeing the Unseen"**: this is the title of the **new communications campaign of Esaote**, an Italian company among the world leaders in diagnostic imaging, which for over thirty years has been designing, creating and producing innovation for healthcare.

Innovation, technology, research and development are the pillars of the new concept, which puts **man at the center** and sees the human body as a systemic universe to be explored, which only a doctor's watchful eye and high-performance diagnostic tools can make visible.

Continuous research is the heart of Esaote's corporate philosophy, which aims to always be at the forefront. The organism, like space, is not visible to the naked eye: it is only possible to observe it and discover its secrets with advanced technology. Either by ultrasounds, magnetic resonance or information technology, Esaote will always support medical science in exploring the universe of the human body, while constantly improving its technologies and contributing to a better future for everyone. Without stopping.

Esaote devotes significant investment to research, which corresponds to approximately 10% of its turnover and which employs 20% of employees. This commitment makes it possible to create diagnostic systems capable of expanding the doctor's possibilities of reading, hand in hand with the ever faster evolution of scientific knowledge.

With the new communications campaign "Never Stop Seeing the Unseen" the **process of internationalisation and growth** of the company is being consolidated, in continuous improvement, both technological and scientific, both in terms of organisation and product. The transfer of the headquarters to the scientific and technological park of Genoa Erzelli, the renewal of the production centres in Florence and Genoa Multedo, the most recent change of ownership in favour of a consortium of leading Chinese investors, which are leading companies in the medical technology and healthcare sectors, and the complete renewal of the ultrasound range - which over the last year has seen the **introduction of 10 new ultrasound scanners** - are the goals achieved in recent years by **Esaote**, confirming it among the **leading international players in the sector**.

Esaote

With a consolidated turnover of around EUR 250 million in 2017, Esaote is a leader in the biomedical equipment sector, particularly in the areas of ultrasound, dedicated MRI and software for the management of the diagnostic process. The company currently employs 1,150 people. With headquarters in Genoa and its own production and research units in Italy and the Netherlands, Esaote is present in 80 countries worldwide.

For further info:

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