



## **ESAOTE LAUNCHES BREAKTHROUGH ULTRASOUND TECHNOLOGY AT ECR IN VIENNA**

### **eHD TECHNOLOGY COMBINES SUPERIOR IMAGE CAPTURE HARWARE, PROCESSING SOFTWARE AND IMAGE DISPLAY ENGINEERING FOR IMPROVED DIAGNOSTICS**

[4<sup>th</sup> March 2013, ECR 2013, Vienna] **Esaote**, one of the world's leading manufacturers of medical diagnostic imaging systems, today launches its breakthrough **eHD Ultrasound Technology**. Being the culmination of a complete re-engineering process through the image capture, processing and display interfaces, eHD represents a step-change in Ultrasound diagnostic quality and flexibility.

At the core of Esaote's new eHD Technology is the **eHD Pulsar** which creates the optimal ultrasound beam waveform. This optimised and uniform acoustic field along the line-of-sight achieves ultimate image clarity with no frame rate reduction.

eHD has also been applied to Esaote's **iQProbe** to further improve the transducer bandwidth and deliver increased signal sensitivity. Usability of the probe has also been improved through the development of an "appleprobe" grip configuration for greater operator control and comfort.

eHD has enhanced the XView algorithm to provide further significant reduction in speckle, and better visibility of internal structures without changing the overall appearance of the ultrasound image. Contrast has also been improved by increasing

the signal to noise ratio and, when used with MView Spatial Combined Imaging, provides superior imaging quality for improved readability and diagnosis.

Esaote's advanced Doppler technology has also been updated with the introduction of **eHD CFM** which offers optimised vessel border detection with increased sensitivity and depth. For high resolution, high definition work, **eHD XFlow** is available to maximise spatial resolution and Doppler signal penetration.

Inside every Esaote eHD Technology optimised machine is an array of the latest visualisation tools and technologies including Virtual Navigator and multi dimensional imaging capability, ensuring the very best diagnostic image is presented to the operator in the most relevant format.

A full product demonstration of eHD Technology is available at:

[ESAOTE eHD TECHNOLOGY](#)

[www.esaote.com](http://www.esaote.com)

## **ENDS**

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**Imagery:** High res images and videos are available on request

### **Useful Links:**

[eHD Video](#)

[eHD White Paper](#)

[eHD Brochure](#)

**Esaote @ ECR 2013:** Esaote will be exhibiting at the European Congress of Radiology 2013 at EXPO B (LOWER LEVEL) BOOTH no 203. To arrange an interview with a member of the senior marketing or engineering team please contact Rachel Cunningham.

**About Esaote:**

Esaote is one of the world's leading manufacturers of medical diagnostic imaging systems. Esaote is well established as a European based leading manufacturer of ultrasound technology, and internationally acknowledged as a world leader in musculoskeletal Dedicated MRI systems. The Esaote Group is also one of the main players in the sector of Information Technology for healthcare. 20% of Esaote's 1,360 employees are exclusively focused on research and development at the company's R&D facilities in Genoa (I), Florence (I), Naples (I), Saint Germain en Laye (F) and Maastricht (NL), and enjoy the co-operation with worldwide scientific and clinical research centres and universities. Over the span of the last 10 years (2000-2010) Esaote lodged about 100 international patents.

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

Virtual Navigator is not 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.