



ESAOTE LAUNCHES ITS NEXT GENERATION TECHNOLOGY IN DEDICATED MRI AND ULTRASOUND IMAGING AT THE ECR 2013

[4th March 2013, ECR 2013, Vienna] **Esaote**, one of the world's leading manufacturers of medical diagnostic systems, today launches its next generation imaging technology in Dedicated MRI and Ultrasound.

The **eHD** and **eXP** Technology, in Ultrasound and Dedicated MRI respectively, represent step-change innovations in the accuracy, quality, speed and flexibility of imaging technology.

“What we are launching today represents a complete re-thinking and re-engineering of our technologies in Dedicated MRI and Ultrasound,” said Claudio Buffagni - Global Marketing Director at Esaote. “Our vision, investment and intense technical focus has enabled the realisation of technology capable of serving the demands of medicine now and for another generation.”

eHD Ultrasound Technology

eHD is the culmination of a complete re-engineering process through the image capture, processing and display interfaces of Esaote's MyLab™ ultrasound systems. eHD represents a step-change in ultrasound diagnostic quality and flexibility.

At its core the eHD Technology features the **eHD Pulser** creating optimal ultrasound beam waveform for ultimate image clarity with no frame rate reduction. eHD has also been applied to Esaote's **iQProbe** to improve transducer bandwidth and deliver increased signal sensitivity. An appleprobe' grip configuration has also been introduced for greater operator control and comfort.

eHD features key software development to reduce interference and deliver better visibility of internal structures and improved readability and diagnosis. Esaote's advanced Doppler technology has 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 system 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 available to the operator in the most relevant format.

eXP MRI Technology

Already acknowledged as a world leader in musculoskeletal Dedicated MRI systems, eXP pushes Esaote's systems ever faster with more accurate acquisition and reconstruction processing for improved image quality. Scan times are dramatically reduced, as are overall power consumption and running costs.

To increase the speed of image acquisition and reconstruction, eXP combines powerful GPU hardware with advanced software, producing superior quality images with substantially reduced scan times. For example, Fast Spin Echo (FSE) sequences can be obtained up to 40 percent faster with eXP Technology.

eXP features improve methods to manage the Echo Train Length combined with highly sophisticated algorithms for the acquisition and reconstruction of the K-space to improve diagnostic accuracy. Similarly, the use of Metallic Artefact Reduction (MAR) technique reduces artefacts and improves diagnostic quality when imaging patients with metallic implants.

eXP is available on the new G-Scan Brio and in the future could also be applied to other new systems or as an upgrade to existing systems, helping to protect investment and prolonging the useful life of existing installations.

A full product demonstration of eHD and eXP Technology are available at:

[ESAOTE eHD TECHNOLOGY](#)

[ESAOTE eXP TECHNOLOGY](#)

www.esaote.com

ENDS

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Imagery: High res images and videos are available on request

Useful Links:

eHD

[eHD Video](#)

[eHD White Paper](#)

[eHD Brochure](#)

eXP

[eXP Video:](#)

[eXP White Paper](#)

[eXP 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

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.