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## AIUM 2014: Samsung Launches 5D Ultrasound Technology



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The UGEO WS80A premium ultrasound system, combining 5D technology and world-class diagnostic imaging is on display as part of Samsung's AIUM 2014 showcase

Samsung Electronics America, Inc., a subsidiary of Samsung Electronics Co. Ltd, has announced its first premium ultrasound system – the Samsung UGEO WS80A – designed to redefine ultrasound for women's health.

Combining Samsung's latest medical imaging innovations and 5D technology, the Samsung UGEO WS80A is among a number of innovative medical imaging products Samsung is showcasing at the American Institute of Ultrasound in Medicine's (AIUM) Annual Convention at Caesars Palace, Octavius Ballroom.

The Samsung UGEO WS80A, which has received 510(k) FDA clearance, incorporates Samsung's latest innovations to deliver fast, easy and accurate ultrasound images for OB/GYN applications.

Key features include:

- Wide LED Monitor – Samsung's unique 21.5" wide high-resolution LED monitor provides superior viewing angles, greater depth of contrast and superior color visualisation.
- 5D Technology – Streamlines workflow while enhancing reproducibility for a more consistent and confident clinical assessment.
- FRV™ (Feto Realistic View) – Displays high-resolution detail and realistic depth perception of 3D anatomy.
- Single Crystal Probe – Utilises advanced crystal design to provide excellent penetration and resolution.
- Five Year Standard Warranty – Reflecting Samsung's confidence in the new system, the UGEO WS80A will come with a five-year standard warranty, offering healthcare providers a reliable, cost-effective and operationally efficient ultrasound for women's health applications.

"With the launch of the premium Samsung UGEO WS80A, we have expanded our comprehensive portfolio of ultrasound imaging solutions to serve both the women's health and point-of-care markets," said Doug Ryan, Group Vice President for Health and Medical Equipment at Samsung's Enterprise Business Division. "The UGEO WS80A is the latest example of Samsung's global commitment to introducing user- and patient-centric innovation to healthcare through our rapidly expanding health and medical business unit."

The UGEO WS80A features the Hybrid Beamforming Engine™ evo, providing improved gray scale and color while delivering a more precise signal than previous beamforming engines. SDMR™ evo offers speckle reduction, as well as edge and contrast enhancement for clear, distinct images.

The system features an ergonomic design with user conveniences such as smooth height adjustment and a gel warmer, while the touchscreen provides an intuitive user interface for easy operation.

Source: [Samsung Electronics Healthcare](#)

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