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## Carestream Acquires Genesis Digital Imaging

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Carestream Health has acquired Genesis Digital Imaging, Inc. (Los Angeles, CA), a privately-held imaging software developer and distributor of diagnostic imaging systems.

This acquisition enables Carestream to expand its customer base by leveraging the expertise Genesis has in serving United States dealers that primarily call on the value tier market and specialty medical practices. Carestream offers a proven portfolio of products and services designed specifically for these types of healthcare customers.

With this acquisition, Carestream is uniquely positioned to serve customers across the United States. With its direct sales force offering large hospital customers the latest high-end digital radiography systems and healthcare IT solutions, its Quantum Medical Imaging organisation serving customers in the mid-tier hospital, orthopedic and imaging centre segments, and Genesis focusing on customers in the value tier segment, Carestream has innovative products and services and attractive pricing for customers in all areas of the United States market.

"Genesis has an outstanding reputation in serving dealers and exceeding customer expectations," said Diana L. Nole, President of Carestream's Digital Medical Solutions business. "I am delighted to welcome the entire customer-focused team at Genesis to Carestream."

Genesis is a distributor of Carestream's Vita computed radiography (CR) system and integrates its software with these units. The company sells these integrated systems to more than 120 medical equipment dealers in the United States, who then market the units to smaller, specialty focused healthcare organisations.

In 2010, Carestream acquired Quantum Medical Imaging, a manufacturer of high-quality digital and conventional X-ray systems. Quantum sells digital radiography (DR) and CR systems, conventional X-ray systems and X-ray components to mid-tier hospitals and clinics through more than 90 medical equipment dealers in the United States as well as many more dealers in international markets. Genesis' dealer relationships are largely additive to Quantum's and greatly expand Carestream's direct reach with United States dealers. The expanded direct reach with dealers will enable Carestream to better ensure it consistently provides an outstanding customer experience while minimising channel conflict.

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