



## ECR 2014: Samsung Presents Latest Medical Equipment and Healthcare Solutions



Showcasing new and upcoming products with New Healthcare Experience to Radiologists

Samsung Electronics Co., Ltd. has announced that it is showcasing the latest medical devices and clinical achievements in ultrasound diagnosis at the European Congress of Radiology (ECR), where the company is displaying its ultrasound, digital X-ray and portable CT scanners that deliver easy, fast and accurate diagnosis as well as a total healthcare solution to meet the demands of Radiology department.

Samsung unveils the very first ultrasound system for Radiology UGEO RS80A\*, expected to be released to the market later this year. The UGEO RS80A features ideal solutions for General Imaging with top-notch performance. Equipped with a 13.3" touch screen and a unique control panel with much less keys than comparable systems, this premium device offers maximised usability and excellent mobility. The UGEO RS80A can remember user's favorable location and height of the control panel every time they run the system. Its superior performance boosts user's diagnostic confidence in General Imaging, supporting unprecedented penetration through Samsung's imaging technology and clinical functions that provide information that can help users make a faster and more accurate decision.

Samsung has been successful in expanding its ultrasound portfolio to various medical fields including the Radiology and POC market. The latest ultrasound systems on display at the booth will include:

- The UGEO WS80A, Samsung's first premium ultrasound system for OB/GYN featuring 5D functions
- The UGEO PT60A, the first tablet-based ultrasound system, with compact size and ease of use for Point-of-Care applications
- The UGEO HM70A, a new high-end hand-held system
- The UGEO H60, providing advanced imaging with a compact and ergonomic design

For Digital Radiography, Samsung is introducing the new XGEO GF50 along with XGEO GC80 and XGEO GU60A. The XGEO GF50 is a new floor-mounted system that features high usability in smaller medical environments such as clinics specialised in internal medicine, orthopedic surgery, and neurosurgery. The compact device enables easy installation even in small space with an ergonomic design that enhances patient comfort by its wide 4-way or 6-way table. Also, users can now experience even clearer and sharper imaging on Samsung's digital X-ray systems through the new wireless detector and an upgraded imaging engine. The new 'S-Detector' offers a maximum of 80% DQE (Detective Quantum Efficiency) level, bringing lower noise and superior contrast performance. The upgraded imaging engine 'S-Vue', which utilises Samsung's post processing technology, provides enhanced image sharpness that can even display overlapping areas and contours.

NeuroLogica, a subsidiary of Samsung Electronics, will be showcasing its innovative portable Computed Tomography solutions. The 32-slice BodyTom and the small bore CereTom deliver mobile solutions to hospitals in need of bringing CT imaging to the patient, whether it be in an intensive care unit, an operating room, emergency department or other key clinical areas.

Visitors can also take a look at Samsung's comprehensive healthcare solutions to medical centers at the Total Healthcare Solutions zone. In addition to the latest medical equipment for diagnosis, healthcare providers can also enjoy Samsung's integrated offerings that include LFD (commercial display), air conditioner, multifunction printers, laptop and other world-class electronic devices designed to be used in medical environments.

"Samsung's commitment is to bring innovation in medical environment for both diagnostic solution and patient care. We are proud to display our new and upcoming medical equipment for Radiology and a total healthcare solution for medical institutes here at ECR," said Soo-in Cho, President and Head of the Health & Medical Equipment Business at Samsung Electronics. "Samsung will continue to develop innovative medical equipment that not only provides fast, easy and accurate diagnosis but also improves the way that patients receive medical services."

#### Samsung's New Technology in Breast Elastography Quantification

At Lower Level Room I/K, Samsung will host 'Satellite Symposium' on Saturday, March 8, from 12:30 to 1:30 pm, on "New Technology in Breast Elastography Quantification\*\*". Speakers will discuss latest researches and studies that found clinical benefits using Samsung's ultrasound system and the synergy between conventional ultrasound and ElastoScan™ for supporting lesion detection.

12:30 ~ 12:45 Introduction to Quantification for Breast ElastoScan™  
Dr. Joon Sunwoo

12:45 ~ 13:05 Breast ElastoScan™ is ready for standardization, but what standards do we really need?  
Dr. Ch. Kohler

13:05 ~ 13:20 The use of Measurements in Breast Elastography. First Experiences in ElastoScan™ Quantification.  
Dr. V.F Duda

13:25 ~ 13:30  
Q&A

Source: [Samsung Healthcare](#)

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