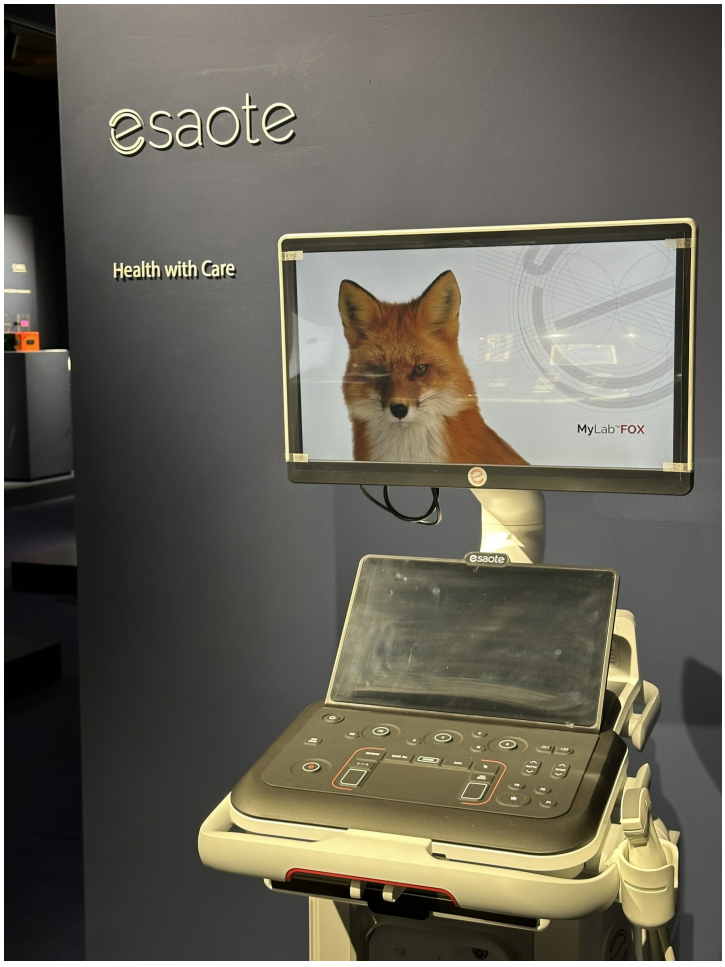
Esaote Exemplifies the Excellence of Italian Design at the WDCC 2024

The Esaote Group, a leading Italian innovator in the field of medical imaging, will be exhibiting at Italian Design: Champions and Hidden Champions, a temporary museum that tells the story of Italian industrial excellence in China for the World Design Cities Conference (WDCC 2024) in Shanghai.

Esaote, aware that design can also be an institutional bridge between Italy and other countries and an open channel to convey the synthesis of innovation and beauty acknowledged as part of the heritage of Made in Italy, will be exhibiting MyLab™FOX, the latest innovation in Esaote veterinary ultrasound technology, inspired by the cunning, speed and intelligence of a fox. Simple and pure forms, intuitive functionality and the tactile qualities of the materials, which convey sensations that can generate a sense of safety, reliability and quality in both the healthcare professional and the patient.

For Esaote, innovation in all its diagnostic products (whether ultrasound or MRI, in the human as well as in the veterinary field) is based not only on technological research, but also on design and ergonomics – on the one hand, they improve the way doctors work and patient comfort; on the other, they increase the value of the product, through its uniqueness.



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Design not only helps build the aesthetics of the future, but also affects how users interact with medical systems. Therefore, design must be considered a fundamental driver; by foregrounding the needs of all parties involved in the diagnosis and treatment process, it can contribute to the well-being of all living things.

Esaote MyLab™FOX will be on display from September 27 to 30 at Booth 1-7, 1/F, Dingbo Building, 55 Wangda Road, Huangpu District, Shanghai.

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