

Hologic Announce Four New Technology Launches at ECR Congress



Hologic have announced that they will launch four ready-to-market technologies at the European Congress of Radiology (ECR), the annual meeting of the European Society of Radiology in Vienna, Austria, March 1 - 5. A prominent feature in the Hologic exhibit is the Selenia Dimensions breast tomosynthesis system, approved for sale in the U.S. in February 2011 and available since 2008 in Europe and other countries recognizing the CE mark. The Hologic Selenia Dimensions tomosynthesis system directly addresses the primary limitations of conventional 2D mammography - the superimposition of normal breast tissue. Breast cancer screening with tomosynthesis has a higher cancer detection rate than conventional 2D mammography and has been demonstrated to significantly reduce recall rates.

Shown for the first time at ECR are two new commercial products designed specifically for the Selenia Dimensions system: C-View synthesized 2D images and ImageChecker 3D Calc computer-aided detection. The C-View image reconstruction algorithm creates synthesized 2D images from Selenia Dimensions tomosynthesis datasets, eliminating the need for 2D screening exposures, thereby reducing both compression time and dose. ImageChecker 3D Calc computer-aided detection uses sophisticated algorithms to search tomosynthesis data sets for microcalcifications potentially associated with breast cancer.

Shown for the first time in Europe is the Hologic Trident specimen radiography system. The Trident system is a cost-effective workflow solution to address surgical specimen and core biopsy imaging needs. Shown as a work-in-progress is Hologic's new Fluoroscan InSight- FD mini C-arm system, the next-generation in mini C-arm imaging. The new system is designed to deliver greater arch depth, flexibility and faster acquisition times than the current system.

Hologic is sponsoring an ECR Satellite Symposium on Saturday, March 3 from 14.00 to 15.30 in the Austria Center Vienna, Room C. Three distinguished speakers will highlight their experience using breast tomosynthesis in screening and diagnosis, the use of C-View images as a substitute for conventional 2D digital mammography images in tomosynthesis screening, and the potential value of contrast-enhanced mammography in breast cancer detection. Hologic is also sponsoring five tomosynthesis workshops at ECR. Each two-hour session, led by an experienced radiologist, will combine a lecture with hands-on tomosynthesis case review. C-View patient images will be shown and discussed in the workshops.

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