

Philips To Launch Emergency Ultrasound at MEDICA



At this year's **MEDICA**, being held in Düsseldorf, Germany, 16 – 19 Philips will be showcasing a number of innovations from its new Mother & Child Care business, which are designed to support developmental care, from the hospital to the nursery, from intensive care units to care at home. At the same time, Philips will be launching **Sparq**, a new ultrasound system for use in emergency and intensive care environments. Designed specifically to help prevent and control the spread of hospital acquired infections, an increasingly significant issue for health care providers across the world, Sparq features a novel touch screen display and controls that allow for easy and effective disinfection and disease management.

With neonatal mortality accounting for almost 40 percent of the estimated 9.7 million children under-five who die each year, and for nearly 60 percent of infant (under-one) deaths, two of the United Nation's (UN) eight Millennium Development Goals focus specifically on improving child and maternal health.

And on the morning of Friday 18th November, Philips will be hosting a press conference on a cardiology research project in cooperation with Professor Malte Kelm at the Düsseldorf University Hospital. Experts will discuss ongoing research in **innovative new imaging and modeling techniques** that aim to produce highly accurate models of a patient's heart structure, with the aim of ultimately improving complex cardiac interventions. This project has been nominated for the 'MEDICA Excellence Award', for which the winner will be announced on Thursday 17th November.

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