

## Samsung Launches Medical Equipment Brand 'GEO' at ECR 2013



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Samsung's new medical device brand, GEO, is Greek for earth, and is included in model names to demonstrate the company's commitment to global health through innovative medical devices. The GEO brand includes XGEO for digital radiography, UGEO for ultrasound diagnostic system and LABGEO for in-vitro diagnostics.

"Samsung is committed to bringing a new wave of innovation to the radiology market in Europe with our newly established medical equipment brand," said S. I. Cho, president and head of the Health & Medical Equipment Business at Samsung Electronics and CEO of Samsung Medison. "Samsung will continue to develop products that offer fast, accurate diagnosis to both doctors and patients.

### Introducing the New Brand and New Modality

In the XGEO exhibit, GC80, which targets large- and medium-sized hospitals, will introduce Samsung Electronics' high-quality DR performance through panel detectors. Even with dose reduction, XGEO GC80 still guarantees accurate images and diagnosis which are critical for the health and safety of patients. Attendees also have a chance to look into soft handling technology that allows users to move the device with low physical pressure even without a side-handle.

The UGEO exhibit highlights ultrasound systems that are equipped with increased functionality and performance. The upgraded Accuvix A30, which features the \*\*Single Crystal Transducer optimized for radiology, will also be introduced. Additionally, Samsung Electronics is displaying portable CT products from NeuroLogica for the first time. The company was acquired by Samsung Electronics earlier in 2013.

### Satellite Symposium

The company is also hosting a satellite symposium at ECR on Sunday 10th March from 12:30 to 1:30 pm, under the subject of "A New Tool for Detecting and Diagnosing Breast Cancer: Ultrasound ElastoScan™." Speakers will discuss the technology within ElastoScan™ and its diagnostic capability to help detect breast cancer at an early stage and support surgery procedure. Reservations will take place at Entrance Level EXPO A, 13.

For more information, please visit: [www.samsung.com](http://www.samsung.com)

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