



R.S.L. MEDICAL

FOCUS NEWS LETTER NOVEMBER 2013 Q4

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Welcome to the first issue of the RSL Medical NEWS LETTER "FOCUS"

Legal integration of Aloka Holding Europe into Hitachi Medical System Europe

Back in March 2011, Aloka Co., Ltd., Japan, became a 100% subsidiary of Hitachi Medical Corporation, Japan, followed by a corporate name change to Hitachi Aloka Medical, Ltd., on April 2011. With this step, Hitachi Medical Corporation and Hitachi Aloka Medical, Ltd., announced the integration of their strengths in ultrasound, making them one of the largest ultrasound companies in the world. As a result, Aloka Holding Europe, a subsidiary of Hitachi Aloka Medical, was legally integrated into Hitachi Medical Systems Europe, a subsidiary of Hitachi Medical Corporation, on December 2011. With this step, the two entities combined their broad experience and knowledge to offer their customers an even more attractive range of medical ultrasound solutions.



The first jointly developed product was launched earlier this year "THE NOBLUS"

Noblus is a High End Portable with Premium image quality supporting Elastography, Contrast agent imaging, along with EUS and EBUS support.

Ultrasound imaging plays an essential part in medical diagnosis throughout today's healthcare environment. The Noblus is a versatile diagnostic ultrasound platform that can be easily adapted to the workplace. With its premium features and large user-friendly display, Noblus provides the performance needed for a wide variety of clinical imaging irrespective of the exam location.

The Noblus offers advanced functions that can be exploited in many different clinical situations. The Ultra BE, an ultrasound-specific digital signal processor is at the core of the Noblus, achieving advanced beam formation and sophisticated image processing. Migrated from the high-end HI VISION cart-based systems, this technology brings reliable diagnostic performance that will ensure a smooth workflow, and its powerful transmission and reception capability enables functions such as Hitachi Real-time Tissue Elastography* (HI-RTE) and dynamic Contrast Harmonic Imaging* (dCHI), modalities that can offer increased diagnostic confidence

The Smart Touch feature enables intuitive operation; wireless DICOM communication powerfully enhances your examination efficiency, irrespective of the exam location.

An optional cart with adjustable height comfortably accommodates seated or standing operation and houses the probe connector unit where up to three active transducers can be connected, including selected transducers from the HI VISION series. The Noblus is compatible with a wide range of transducers:

convex, linear and phased sector transducers for routine examinations through to specialist transducers for interventional, intraoperative and endocavity examinations.

99th Scientific Assembly and Annual Meeting
December 1-6 | McCormick Place | Chicago

RSNA® 2013
THE POWER OF PARTNERSHIP



Ultrasound 2013
9th to 11th DEC 2013

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Major Success During 2012-2013

Two HiVision Preirus High End Ultrasound Systems and Planmecca's Advanced OPG system at The Mater Hospital Dublin.



Key to this success was the ability of the Preirus to offer MR-US Image Fusion in real time for Prostate Biopsy targeting and guidance combined with 360° Endo Rectal imaging, with Elastography and Contrast Agent Imaging in a single platform.

The unique design of the HI VISION Preirus platform allows precise adjustment to facilitate the performance of any examination by any operator. With its super slim-line footprint, and operator console with large digital LCD viewing monitor moving together in a rotational arc, positioning at the bedside can be optimised to make diagnosis a more comfortable experience for you and your patient.

The art of effective imaging – customised scanning parameters are combined with high speed image processing for improved diagnostic confidence. Proven innovative technologies confer superior penetration, temporal, spatial and contrast resolution giving high quality images for every patient every time.

Mater Hospital October 2012 From Left to Right Below



Left to Right: Ms Aileen Nicholson (staff nurse radiology), Dr Martin O'Connell (Radiologist), Ms Kay Rees-Thompson (Hitachi), Dr Ferdia Bolster Radiology SPR, Ms Mary Walsh (Clinical Specialist Radiographer Ultrasound), Ms Ann Treacy (Staff Nurse Radiology), Ms Sharon O'Connor (CNM2 Radiology), Katrina Magee (Staff Nurse Radiology)

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Advanced OPG-Cephalostat System Installed at Mater Hospital Dublin March 2013

Planmeca's ProMax with patented SCARA (Selectively Compliant Articulated Robotic Arm) technology is loaded with unique features that improve diagnostic capabilities and enhance patient comfort and safety during imaging procedures. Programs such as Autofocus for a drastic reduction in retakes, paediatric pans, and horizontal and vertical segmenting allow clinicians to keep radiation levels low while capturing clear, diagnostic images every time. ProMax's unique Anatomically Accurate Extraoral Bitewing Program is ideal for periodontal patients, children, elderly patients, claustrophobic patients, patients with special needs, patients that gag, or patients in pain. The overall diagnostic level is superior to most traditional methods, with more clinical data (lateral to third molar) and a consistent opening of interproximal contacts that outperforms most intraoral modalities. All of this comes without the challenges of sensor placement, the changing of sensor sizes, disinfection, and equipment maintenance, greatly improving workflow and ideally suited to enhance overall patient experience.



- Clear Upgrade Path To Cone Beam CT, Cephalostat and Proface facial contouring.
- CBT Volume Options from 5 X 8cm to 23 X 26 cm dependant on Model chosen

New HiVision Preirus High End Ultrasound System Beacon Hospital September 2013



HiVision Preirus System Chosen for its Versatility and Ease of use at Beacon Hospital Dublin.

Left Ms. Fiona Byrne (Clinical Specialist Ultrasound)

Right Mr. James Costelloe (Radiology Services Manager)



Delivery of a Second HiVision Preirus to Crumlin October 2013.

Delivery of Second HiVision Preirus system at Our Lady's Crumlin, brings a significant improvement to the Ultrasound Imaging capabilities at Our Lady's. The Superb Abdominal image quality and specialist transducer range of the HiVision Preirus covers all applications from Neonatal to Adult imaging.

Left to Right: Ms Rita Fitzgerald (Clinical Specialist Sonographer) Ms Hazel Noble (Sonographer) Ms Hazel Murphy (Sonographer).

Since the First Installation in Ireland of HiVision Preirus Ultrasound platform at St James's Hospital Dublin in 2011 there are now more than 15 sites using HiVision Systems.

The HiVision Preirus is a Premium High End Ultrasound system that Supports all your present imaging needs now and into the future with technologies such as, Elastography, available even on endocavity transducers, Contrast Agent imaging, Simultaneous Bi Plane imaging, Real Time Image Fusion, 3D and 4Dimaging, along with Fine flow and HiRez imaging technologies.

X-Ray Product Updates

Stepanix Xstream DR Dream now available with Thales Pixium EZ3543 WiFi FPD.

- The Lightest 35X43 cm WiFi DR detector available, at only 2.8Kgs including battery
- The Thales Pixium EZ3543 has true a 8 hour battery life (EZ2430 available Q1 2014)



- Truly Shareable with other devices
- CR Mode using inbuilt detector memory allowing use without a link to the acquisition system.



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ATTENDING RSNA or BMUS 2013?

RSL MEDICAL Sales and Service Manager Mr Tom McGovern will be available to answer any queries you may have on Hitachi Aloka, Planmed- Planmeca, and Sedecal-Stephanix X-Ray Products during RSNA. and BMUS 2013.

To arrange an appointment email: sales.service@rslmedical.ie

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Ultrasound 2013

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HITACHI
Inspire the Next

Visit Hitachi Medical Systems at RNSA 2013, booth #2511, South Building Hall A

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Visit Planmed and Planmeca at RSNA 2013, booth #8113, North Building Hall B



Visit Stephanix-Sedecal at RNSA 2013, booth #3711, South Building Hall A