

Hitachi Medical Systems Holding AG

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## **Hitachi Medical Systems Europe Holding AG, Zug, Switzerland is announcing the legal integration of Aloka Holding Europe AG, Zug, Switzerland**

*Zug, Switzerland, 1 December 2011* – Aloka Co., Ltd., Japan, became a 100% subsidiary of Hitachi Medical Corporation, Japan, on 3 March 2011, followed by a corporate name change to Hitachi Aloka Medical, Ltd., on 1 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 AG, Switzerland, a subsidiary of Hitachi Aloka Medical, is legally integrated into Hitachi Medical Systems Europe Holding AG, Switzerland, a subsidiary of Hitachi Medical Corporation, on 1 December 2011. The two entities will combine their broad experience and knowledge, synergizing the expertise and talents on both sides to offer their customers an even more attractive range of medical ultrasound solutions. Aloka has an exceptional history as an innovator in ultrasound and is renowned for high-quality ultrasound systems and support. Combining both product lines will allow them to broaden the participation and penetration of this large and diverse market. In addition, Hitachi Medical Systems Europe, which – besides ultrasound platforms – also sells a full line of MR and CT systems, will be able to enrich the portfolio and hence offer great synergies to the medical market.

Hitachi Medical Systems Europe will be responsible for the marketing, sales, service and clinical application support of the combined Aloka and Hitachi ultrasound systems' range and will continue with a high level of service quality for their customers.

Hitachi Medical Systems Europe further announces the appointment of Masanobu Tada, former CEO of Aloka Holding Europe to the position of Vice-President of the newly formed organization. "I am pleased to have Mr. Tada on board since Aloka and Hitachi have more than five years' technical cooperation behind them", says Hitoshi Matsuo, President and CEO of Hitachi Medical Systems Europe.

The collective forces of both companies will enable them to increase their presence in all fields of application and to enter new markets by developing and delivering breakthrough technologies that improve healthcare, reduce costs and increase efficiency. But this was only the first step. Following the integration of the two European headquarters, the integration of the respective subsidiaries will follow and is expected to be completed by early 2012.

### **About Hitachi Medical Systems Europe Holding AG**

Hitachi Medical Systems Europe Holding AG, located in Zug, Switzerland, is a 100% subsidiary of Hitachi Medical Corporation, based in Tokyo, Japan. The company is a first choice supplier of open and powerful high-field MRI systems, multi-slice CT systems as well as medical ultrasound and optical topography devices. Ultrasound expertise encompasses clinical applications including general radiology, internal medicine, gynaecology, cardiology, gastroenterology, urology and surgery. Hitachi Medical Systems offer a complete range of solutions to address a wide range of medical challenges.

**For more information about Hitachi Medical Systems Europe Holding AG, please refer to**

[www.hitachi-medical-systems.eu](http://www.hitachi-medical-systems.eu)

### **About Hitachi Aloka Medical, Ltd.**

Hitachi Aloka Medical, Ltd., based in Tokyo, Japan, is a subsidiary of Hitachi Medical Corporation, headquartered in Tokyo, Japan. The company is committed to delivering advanced diagnostic ultrasound systems to meet the needs of physicians and patients. The company was formed when Aloka Co., Ltd., became a 100% subsidiary of Hitachi Medical Corporation on 3 March, 2011 and on 1 April, 2011 changed its name to Hitachi Aloka Medical, Ltd. As a result, the company has taken its position as one of the world's largest ultrasound companies. Hitachi Aloka Medical is active in the following three core areas: Medical Electronic Systems (diagnostic ultrasound); General Analytical Instruments (radiation measurement); and Clinical Laboratory Systems (specimen pre-processing). Aloka commercialized medical ultrasound equipment for the first time in the world in 1960 and as Hitachi Aloka Medical, Ltd., continues to promote the ultrasound business under its highly valued Aloka brand.

**For more information about Hitachi Aloka Medical, Ltd., please refer to**

[www.hitachi-alka.co.jp](http://www.hitachi-alka.co.jp)

### **About Hitachi Medical Corporation**

Hitachi Medical Corporation, headquartered in Tokyo, Japan, is an integrated medical systems manufacturer involved in every aspect of the medical equipment and medical information systems business from R&D, manufacturing, sales and services. Having the leverage of the cutting-edge technological expertise of the Hitachi Group, Hitachi Medical Corporation provides diagnostic imaging systems, including magnetic resonance imaging (MRI) systems with “patient friendly” concept, diagnostic ultrasound systems, X-ray computerized tomography (CT) systems and X-ray systems, and also conducts the medical solution business with medical information systems and services.

**For more information about Hitachi Medical Corporation, please refer to**

[www.hitachi-medical.co.jp](http://www.hitachi-medical.co.jp)

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