

Hitachi Medical Systems Holding AG

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## **Hitachi Aloka Medical presents the F31 – a compact, powerful and ergonomic colour ultrasound system with outstanding performance**

***Zug / Stuttgart, 11 October 2013* – On the occasion of this year's 25th Euroson congress of the EFSUMB and the 37th DEGUM Dreiländertreffen (9 - 12 October, Stuttgart), Hitachi Medical Systems Europe for the first time presents the fully-featured F31. It is a compact entry level colour ultrasound system with outstanding performance suitable for a wide range of clinical applications. The F31 offers extraordinary image quality and efficient application as well as ergonomic and intuitive handling at an affordable price to resident doctors, clinical surgeons and at the point of care.**

With more than sixty years of tradition and wide know how in imaging techniques, Hitachi Aloka has always been a pioneer in developing reliable high quality solutions for a broad range of ultrasound applications. “The F31 is a compact entry level colour unit combining modern imaging technologies, precision and functionality to facilitate a great variety of different examinations”, explains Minoru Yoshizumi, President of Hitachi Aloka Medical, Ltd., Japan. “Being a premium supplier of imaging diagnostics equipment, Hitachi Aloka will continue to develop compact and thus space-saving high performance ultrasound systems, maintaining highest standards of quality and safety.”

For superb image quality, the F31 is equipped with high performance functions like Broadband Harmonics (BbH), Adaptive Image Processing (AIP\*) and Spatial Compound Imaging (SCI\*). These guarantee high sensitivity and low noise anatomic images of outstanding resolution, while blood flow mapping with eFLOW allows demonstration of the microvasculature. Free Angular M-mode (FAM\*) can be implemented in real-time or reconstructed from the cine memory. Orientation at arbitrary angles allows for variations in heart orientation. Further detailed observation of heart valve motion is possible with the Dynamic Slow-motion Display (DSD). The data management package offers full versatility, supporting a broad range of image formats, such as DICOM\*, AVI, BMP, and JPG.

The F31's user-friendliness is another significant aspect. Free positioning of the user interface and the monitor allows easy,

intuitive handling and excellent mobility. The monitor is rotatable by 330° in horizontal direction, giving optimal observation angles for all applications. The operating console can be turned by 90° to the left or right and height adjusted, always guaranteeing comfortable handling for any type of examination – seated or standing. With the console folded away and using the rear handles, the F31 can easily and safely be moved around on its large rubber swivel wheels. The outer appearance is pleasant, preserving the patients' confidence.

For best operability, the F31 combines all performance characteristics known from the Hitachi Aloka product range with ergonomic handling, which ensures high efficiency. To guarantee a smooth and time-saving examination procedure – also for new users – the most frequently used controls can be found directly on the operating console and are placed together, so the user can comfortably and intuitively reach them by one hand. This direct access to common functions minimises examination times, especially if several measurements are necessary. By a single keystroke, the F31 adapts the B-mode and automatically optimises brightness and spectral waveform on the basis of the user's previous preferences. At the same time, the automatic correction of the beam-to-flow angle in PW Doppler mode significantly improves measuring accuracy.

### **F31 – Powerful Technical Features**

- Broadband Harmonics (BbH): high sensitivity and image resolution.
- Adaptive Image Processing (AIP\*): minimisation of speckle noise, display of clear tissue boundaries.
- Spatial Compound Imaging (SCI\*): reduces artefacts subject to beam direction.
- eFLOW blood flow mapping: display of local blood circulation with high spatial resolution and minimal blooming.
- Dual Dynamic Display (DDD): simultaneous side-by-side display of B-mode and flow pictures (real-time) for easy anatomic vascular investigations (carotid, lower extremities).
- Extended Field of View (EFV\*): images of large structures or pathologies (curved or linear body contour) in an extended display area on a single screen; magnifications while maintaining high image frame rate.
- Free Angular M-mode (FAM\*): real-time imaging, image reconstruction from the cine memory; all angles adjustable to adapt to heart position.
- Dynamic Slow-motion Display (DSD): detailed observation of rapidly moving structures, such as the heart valves (real-time or slow-motion).
- Free Hand 3D Imaging\*.
- Data management supplies broad palette of image formats (DICOM\*, AVI, BMP, JPG).

The F31 provides excellent diagnostic base functions as well as a choice of additional features, which allows high quality ultrasound images for resident doctors, hospitals and at the point of care. In its price segment, the fully-featured, user-friendly and efficient F31 is a real top performer.

\* Selectable option

- End of the press release -

#### **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.**

Based in Tokyo (Japan), Hitachi Aloka Medical, Ltd. is a subsidiary company of Hitachi Medical Corporation, also headquartered in Tokyo. The company delivers modern diagnostic ultrasound technology for medical doctors and patients. It resulted from a merger of Aloka Co., Ltd. and Hitachi Medical Corporation. Today, the company is one of the world's largest ultrasound equipment suppliers and focuses on the three key areas medical electronic systems (diagnostic ultrasound), general analysis instruments (radiation measurement) and clinical laboratory systems (preparation of samples). Altogether, Hitachi Aloka has more than 60 years of experience in imaging diagnostics and is a global innovator in this domain.

**For more information about Hitachi Aloka Medical, Ltd., please refer to [www.hitachi-alka.co.jp](http://www.hitachi-alka.co.jp).**

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