

Hitachi Medical Systems Europe Holding AG

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ECR 2012: Hitachi Medical Systems Europe Holding AG to present its new, combined Hitachi Aloka ultrasound portfolio and a new era in MR imaging

- **First ECR presentation of the combined Hitachi and Aloka ultrasound portfolio with its many highlights**
- **New upgrades for ProSound F75**
- **New ergonomic lightweight ultrasound system F37**
- **Image fusion with Hitachi Real-time Virtual Sonography**
- **A new era in MR imaging: the Echelon Oval 1.5T MR system**
- **Meet Hitachi at the ECR: Booth 320, Expo C**

Zug, Switzerland, 1 March 2012 – This year's ECR – European Congress of Radiology (March 1-5) in Vienna – the largest and most important event in radiology, will see a Europe-wide premiere: for the first time at ECR and following the official integration of Aloka Holding Europe into Hitachi Medical Systems Europe Holding AG back in December 2011, the combined Hitachi Aloka ultrasound platform range will be showcased and combined key technologies brought to the fore during the Hitachi Medical Systems ECR lunch symposium on Saturday, 3 March.

Recent news of Hitachi Aloka ultrasound platforms

Hitachi Aloka ultrasound platforms are representing the next generation in high-resolution imaging technology and introducing a brand new, simple and compact ultrasound platform: the F37.

ProSound F75 offers full versatility and superior image quality. The system has been designed with the new Hitachi Aloka concept "FIT" ethos (Facilitate workflow; Investment return; True diagnostic) in mind. Now, the new F75 version offers advanced capabilities for high-frequency and contrast media examinations. With this system, the clinician is able to acquire unbeatable penetration and detail resolution never seen before.

Speed of sound under control . with the new version of ProSound Alpha 7, Hitachi Aloka presents a new dimension in spatial and contrast resolution for early detection of small lesions. Following sound, also the time element becomes key with the new function %transit time of vessel flow+. Thanks to easy analysis of time events, the clinician can now even discover peripheral vascular stenoses.

With the brand new F37, Hitachi Aloka Medical presents a new platform member with a very compact design and ergonomic user interface . light and easy to use. The system incorporates the advanced features of a high class platform.

HI VISION Ascendus demonstrates Hitachi's leadership in innovation and technology in the diagnostic imaging market. Superior technologies such as the new 4D Hitachi Real-time Tissue Elastography (HI-RTE), Hitachi Real-time Virtual Sonography (HI-RVS) and dynamic Contrast Harmonic Imaging (dCHI) support and complement high-definition imaging for improved diagnostic confidence and maximum therapeutic potential.

In addition, the new electronic simultaneous biplane endocavity transducer, the EUP-CC531S, becomes available with a single probe connector making it compatible with the full HI VISION range including the compact, HI VISION Avius. With this transducer, prostate biopsy needles can be guided while referencing both the transverse and longitudinal planes. This provides instant feedback on the precise location of the needle tip and improves efficiency and accuracy.

HI-RVS: Matching ultrasound images in real-time and bringing CT, MR and ultrasound together to make a difference in diagnostics

Hitachi's Real-time Virtual Sonography (HI-RVS) mode seamlessly integrates data from CT and MR and makes them available in real-time during the ultrasound examination. This brand new add-on feature for Hitachi's premium ultrasound platforms HI VISION Ascendus and HI VISION Preirus has the potential to revolutionize ultrasound examinations: the maximum amount of information from all imaging modalities is available on one single ultrasound platform to facilitate reliable diagnoses as well as accurate image-guided interventions. For image fusion, HI-RVS offers a number of technological enhancements such as flexible target and navigation markers, loading of multiple sequences and 3-D navigation of the imaging scan plane.

Ultra-wide oval bore – a new era in MR imaging

In addition to the well established open MR scanners, Hitachi Medical Systems proudly presents the Echelon Oval 1.5T* ultra-wide oval bore MR system; the first scanner ever equipped with an elliptic bore that horizontally extends to 74 cm. Because the human body is wider horizontally across the shoulders than it is vertically through the chest, the newly-developed oval bore system provides a special feeling of openness and is perfectly suited for all patients of any size and any weight. An MR experience not to be missed.

* CE mark pending

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, gynecology, 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

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-aloka.co.jp

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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

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