

Medical imaging market: First European appearance of the newly formed Hitachi Aloka Medical Ltd. Japan

**Hitachi Aloka Medical Ltd. to mark their European debut at the upcoming World Congress of Ultrasound in Medicine and Biology (WFUMB) in Vienna**

Mitaka, Japan, August 24, 2011 – Hitachi Medical Corporation Japan and Aloka Corporation Japan have combined their strengths in ultrasound out of which the new Hitachi Aloka Medical Ltd. Japan has been formed, a subsidiary of Hitachi Medical Corporation Japan. The new company will be making their European debut in Vienna from 26 to 29 August 2011 at the 13th World Congress of Ultrasound in Medicine and Biology (WFUMB). With its keynote theme, ‘the next generation in high resolution imaging technology’, Hitachi and Aloka will bring together its plethora of experience and knowledge - synergizing the expertise and talents of the people on both sides of the new Hitachi Aloka Medical Ltd.

The 13th WFUMB congress provides specialists, general practitioners, the users of ultrasound diagnostic equipment - together with researchers and manufacturers from all over the world - with a unique forum for the exchange of experiences, discussions and advanced trainings. Furthermore, the latest developments in ultrasound diagnostics, and forward-looking results from its associated research, will be presented at the WFUMB.

Hitachi Aloka Medical Ltd. is a platinum sponsor for this congress, a commitment, which is supported by their future-orientated cooperation with leading specialists in the area of sonography. At their symposium, Hitachi Aloka Medical Ltd. together with an internationally recognized faculty and chairman of the symposium, Prof. Odd Helge Gilja (from the National Centre for Ultrasound in Gastroenterology at Haukeland University Hospital in Bergen, Norway), will present and discuss new research papers on the subject of high definition imaging technologies and elastography. The latter assists, *inter alia*, in the detection of malignant tumours using ultrasound technology and can make a decisive improvement to the diagnosis of cancer and the corresponding treatment outcomes. This symposium is only one of the highlights of Hitachi Aloka Medical Ltd.’s attendance, with live presentations from different disciplines taking place too.

On its exhibition booth, Hitachi Aloka Medical will highlight ‘the next generation in high resolution

imaging technology', focusing on the Hitachi HI VISION and Aloka ProSound Ultrasound platforms - introduced and explained by their expert employees from Hitachi Aloka Medical Japan, Aloka Europe and Hitachi Medical Systems Europe.

Participants and visitors are invited to experience this at the booth no. 103.

**-ENDS-**

**About Hitachi Aloka Medical Ltd.**

Hitachi Aloka Medical Ltd., based in Mitaka, 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 March 3, 2011 and on April 1, 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](http://www.hitachi-aloka.co.jp)

**About Aloka Holding Europe AG**

Aloka Holding Europe AG, located in Zug, Switzerland is a subsidiary of Hitachi Aloka Medical Ltd., based in Mitaka, Tokyo, Japan.

Aloka Holding Europe AG provides solutions to the general radiology, internal medicine, gynecology, cardiology, gastroenterology, urology and surgery fields through an array of cutting edge medical imaging techniques. The company is dedicated to excellence to provide users with the instruments they need to ensure the best quality of life for their patients.

**For more information about Aloka Holding Europe AG, please refer to [www.aloka-europe.com](http://www.aloka-europe.com)**

**About Hitachi Medical Systems Europe Holding AG**

Hitachi Medical Corporation is a globally active company owned by the Japanese Hitachi Ltd. Group (NYSE: HIT/TSE: 6501), which is a leading international electronics company with approximately 400,000 employees worldwide. The Hitachi Medical Corporation is represented in Europe by Hitachi Medical Systems Europe Holding AG, both of them with headquarters in Zug, Switzerland. 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.com](http://www.hitachi-medical-systems.com)

Hitachi Aloka Medical Ltd., 6-22-1, Mure, Mitaka-shi, Tokyo 181-8622, JAPAN

Mr Atsushi Terada, Intl. Sales & Marketing Dept., phone +81 422 45 5169

De Facto Communications, 330 High Holborn, London WC1V 7QD, UK

Mr Alex Heeley, Account Manager, phone +44 207 861 3838