

Hitachi Medical Systems Europe Holding AG

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Hitachi Medical Systems Europe to present a new era in endoscopic ultrasound (EUS) with its new ultrasound platform ARIETTA¹ Endoscopic

Zug, Switzerland, October 26, 2015 - At this year's United European Gastroenterology Week (UEGW), October 24-28 in Barcelona, Hitachi presents its new ultrasound platform ARIETTA Endoscopic.

Ultrasound diagnosis is an indispensable tool for a variety of clinical applications and users have high expectations that challenge modern, powerful ultrasound platforms. With the new brand ARIETTA, Hitachi presents a new solution that meets these demands.

Superb Image Quality

Based on its novel technologies, ARIETTA is able to provide high-resolution anatomical detail. This has been achieved by the latest developments in the acquisition and detection of ultrasound signals, improved signal processing as well as outstanding image quality and display.

Using a highly innovative multi-layer crystal and a new type of smart connector technology, the versatile range of probes achieves a very high degree of sensitivity with enhanced signal-to-noise ratio, and in addition is characterized by excellent durability and convenient usability.

Advanced and flexibly adjusted algorithms of the emitted and received ultrasound signals allow precision control of the ultrasound beam, guaranteeing the highest spatial resolution to ensure ARIETTA's premium image resolution. ARIETTA is equipped with the fastest, ultrasound-specific digital signal processors, supporting a wide variety of application-related features and advanced data processing.

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The innovative ARIETTA platform together with its high-grade IPS-Pro² LCD monitor technology, ensure that Real-time Tissue Elastography³ (RTE) and Contrast Enhanced Ultrasound are displayed with the finest picture quality, clarity and precision (High Sensitive CE-EUS) within the field of flexible Endoscopic Ultrasound.

Hitachi & Pentax Medical

Perfectly aligned diagnostic medical imaging solutions.

Besides an extensive number of user-specific ultrasound transducers, the Pentax EUS ultrasound scopes are now also compatible with the ARIETTA ultrasound platform.

The successful partnership of Hitachi and Pentax Medical in endoscopic ultrasound has grown over the last two decades. Ever since, it has created exceptional image quality and a broad variation of innovative technologies through complementary, highly specialized expertise. Our exclusive portfolio of linear and radial ultrasound endoscopes for diagnostic, interventional and therapeutic procedures is continuously developing. In our research and development centres, the Pentax ultrasound endoscopes have been precisely aligned with the sophisticated Hitachi ultrasound systems and their most innovative features; meeting clinician and patient needs never before addressed.

With the integrated system technologies working in synergy, we think and act together for current and future developments in gastroenterology.

With the High Tissue Reduction Mode – TrC (Amplitude Modulation) – which enables ARIETTA's reliable and accurate contrast imaging – a new era in endoscopic ultrasound has begun – providing

- Highly sensitive contrast
- Excellent penetration at depth
- Significant reduction in movement artefact
- Uniform near field and far field imaging

*1 ARIETTA is a registered trademark of Hitachi Aloka Medical, Ltd.

*2 IPS-Pro is a registered trademark of Japan Display Inc.

*3 Option: Real-time Tissue Elastography (RTE) is a registered trademark of Hitachi Medical Corporation

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About Hitachi Medical Systems Europe

Hitachi Medical Corporation is a globally acting enterprise, belonging to the Japanese Hitachi Ltd., a leading international electronics group with more than 320,000 employees worldwide. Hitachi Medical Corporation in Europe is represented by Hitachi Medical Systems Europe Holding AG, 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, endoscopic and topography systems (NIRS). Ultrasound expertise encompasses clinical applications such as radiology, internal medicine, obstetrics/gynaecology, cardiology, gastroenterology, urology and surgery. Hitachi Medical Systems Europe offers a complete range of solutions to address a wide range of medical challenges. For more information about Hitachi Medical Systems Europe Holding AG, please visit www.hitachi-medical-systems.eu.

About Hitachi, Ltd

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company is focusing more than ever on the Social Innovation Business, which includes power & infrastructure systems, information & telecommunication systems, construction machinery, high functional materials & components, automotive systems, healthcare and others. For more information about Hitachi Ltd., please visit <http://www.hitachi.com>.

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