

Hitachi Medical Systems Europe

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**Eigen USA and Hitachi Medical Systems Europe Switzerland announce a collaborative agreement for Hitachi to distribute the Artemis, Eigen's robotic 3D targeted prostate biopsy device. The combined Hitachi Noblus and Artemis Eigen systems will be showcased at the European Association of Urology annual meeting in Munich, March 12<sup>th</sup>-14<sup>th</sup>, 2016, Booth #E16.**

Switzerland, Zug, 11<sup>th</sup> of March, 2016 – Eigen, Grass Valley, California and Hitachi Medical Systems Europe announce a collaborative agreement for Hitachi to distribute the Artemis, Eigen's robotic 3D targeted prostate biopsy device, through their subsidiaries' sales network in Europe. In addition to co-marketing, both companies are collaborating to expand the versatility of Eigen's Artemis and Hitachi Aloka's suite of advanced ultrasound units, including their newest and most compact ultrasound unit yet, the Noblus.

ProFuse is now available as a standard part of Artemis, Eigen's 3D ultrasound-guided prostate biopsy platform. The ProFuse line creates a synergy between the radiology lab and urology suite such that patients can benefit from this convergence.

The fusion of MRI and ultrasound is a time-saving and cost-effective alternative to in-bore biopsies. In relation to prostate cancer detection, multi-parametric MRI (mpMRI) has been shown to have greater sensitivity and specificity compared to traditional screening methods such as PSA. Using ProFuse to initially evaluate MRI images, radiologists can provide accurate mapping data about abnormalities, which can then be confirmed during a biopsy. During biopsy in the urology suite, Artemis with ProFuse Bx (elastic fusion component of Artemis) helps target the suspected lesions (identified in ProFuse) using its real-time ultrasound guidance.

**Hitachi Medical Systems Europe Holding AG**

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Eigen and Hitachi are partnered together to provide the best solution for prostate cancer diagnosis and focal therapy planning: the combination of the Hitachi ultrasound system Noblus with Artemis promises to improve image quality during biopsy, providing more accurate diagnostic information that will result in better patient care, thus creating a new standard of care for customers and their patients. *'We are very proud of this partnership with Eigen, and in combination with their advanced technology of the Artemis we can provide an important contribution to early disease detection, thus creating a new standard of care for customers and their patients and improving the health of our society'*, stated Mr. Chris Japp, President & CEO of Hitachi Medical Systems Europe.

Hitachi Medical Systems Europe are showcasing the combined Noblus and Artemis systems at the European Association of Urology annual meeting in Munich, March 12<sup>th</sup>-14<sup>th</sup>, 2016, Booth #E16.

In addition you can see & test both systems at the ESU/ESUT/ESUI Hands-on training in MRI Fusion, ICM building, Hall B0, level 0, Sunday, March 13<sup>th</sup>, 10.00-12.00 (HOT 29) and 14.00-16.00 (HOT 30).

- **End of Press Release** -

### **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](http://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/>.

### **About Eigen**

Eigen is a world leader in the development of innovative imaging devices and technology that today lets healthcare professionals improve their ability to visualize, diagnose and determine appropriate treatment pathways in over 4,000 hospitals worldwide. In particular, Eigen is the leader in MRI/US fusion technology for better prostate cancer detection, biopsy and focal therapy planning. For more information about Eigen, please visit <http://www.eigen.com>.

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