

## **FUJIFILM SONOSITE SHOWCASES POINT OF CARE ULTRASOUND SOLUTIONS DESIGNED TO SUPPORT CLINICIAN NEEDS AT RSNA 2015**

*Latest Point-of-Care solution: iViz to be on display*

**BOTHELL, WA., November 24, 2015 (Booth #4165, South Building) – [FUJIFILM SonoSite Inc.](#)**, the disruptive specialist in designing cutting-edge ultrasound tools and world-leading education for access to point-of-care visualization, will showcase its complete range of point-of-care ultrasound systems, including the new iViz ultrasound solution at the 101<sup>st</sup> annual meeting of the Radiological Society of North America (RSNA) in Chicago, Ill.

First commercialized in Europe, iViz was developed from the ground up to meet the needs of the highly-mobile clinician. Clinicians do not always treat patients in traditional care settings or have easy access to supporting hospital infrastructure; instead they rely on tools that can easily be carried to help diagnose a patient's condition. iViz is a powerful new solution for the evolving needs of these point-of-care users. With iViz, clinicians can seamlessly access learning resources and patient information, store exam findings, submit reports, and consult with remote providers for near real-time assessment, making it especially suited for field use and for the growing area of telemedicine.

"iViz represents another major accomplishment for FUJIFILM SonoSite," said Masayuki Higuchi, president and CEO of FUJIFILM SonoSite, Inc. "This powerful, new technology is the result of valuable insights gained from listening to and observing the practices of these highly-mobile users and engineering breakthroughs never before seen in a highly-mobile visualization solution."

iViz is a significant milestone in advancing Fujifilm's integration of ultrasound with medical IT. As a next generation architecture and platform, iViz is the first medical visualization solution that is enabled for bi-directional EMR connectivity through the Synapse® VNA. Using this option, iViz accepts patient demographics from the EMR, eliminating manual entry and saving valuable time. With just a few taps, iViz can also send patient reports to the EMR. Based on the flexible Android OS, the iViz platform will

include web-browsing, email and ECG capability on release with the platform also capable of integrating future point of care diagnostics and sensors.

Additional offerings on display at RSNA include Fujifilm's high-resolution ultrasound kiosk, the [X-Porte](#). X-Porte was designed to reduce side-lobe imaging artifacts, through a new type of technology never before used in an ultrasound system: FUJIFILM SonoSite's proprietary Extreme Definition Imaging™ (XDI). XDI is a new beam forming algorithm that significantly reduces the visual clutter from side-lobes that affect all ultrasound products regardless of system size. The resulting ultrasound image appears cleaner with optimal tissue differentiation. The technological innovations are a result of the feedback and experiences of hundreds of clinicians that were observed during the development of the ultrasound kiosk.

To learn more about Fujifilm's entire portfolio of point-of-care ultrasound solutions that meet the needs of clinicians visit booth #4165 at RSNA. To request more information about iViz, visit <https://www.sonosite.com/sonosite-iviz>.

### **About Fujifilm**

FUJIFILM SonoSite, Inc. is the innovator and world leader in bedside and point-of-care ultrasound, and an industry leader in ultra high-frequency micro-ultrasound technology. Headquartered near Seattle, the company is represented by 26 subsidiaries and a global distribution network in over 100 countries. SonoSite's portable, compact systems are expanding the use of ultrasound across the clinical spectrum by cost-effectively bringing high-performance ultrasound to the point of patient care. For more information, go to: [www.sonosite.com](http://www.sonosite.com).

FUJIFILM Holdings Corporation, Tokyo, Japan brings continuous innovation and leading-edge products to a broad spectrum of industries, including: healthcare, with medical systems, pharmaceuticals and cosmetics; graphic systems; highly functional materials, such as flat panel display materials; optical devices, such as broadcast and cinema lenses; digital imaging; and document products. These are based on a vast portfolio of chemical, mechanical, optical, electronic, software and production technologies. In the year ended March 31, 2015, the company had global revenues of \$20.8 billion, at an exchange rate of 120 yen to the dollar. Fujifilm is committed to environmental stewardship and good corporate citizenship. For more information, please visit: [www.fujifilmholdings.com](http://www.fujifilmholdings.com).

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