Frost & Sullivan Recognizes Ziehm Imaging with the Company of the Year Award in Mobile Interventional X-ray Solutions

Ziehm Imaging's premium and latest generation mobile C-arm products offer a better user experience, deeper clinical insights, and more consistent outcomes

SANTA CLARA, Calif. — October 26, 2017 — Based on its recent analysis of the mobile interventional X-ray solutions market, Frost & Sullivan recognizes Ziehm Imaging as the 2017 Global Company of the Year for its success in proactively aligning its mobile C-arm systems product line with emerging needs in a fast-changing healthcare and medical imaging environment. Established in 1972, Ziehm Imaging specializes in developing, manufacturing, and globally marketing advanced mobile C-arm interventional imaging solutions. The company has built a strong track record of industry firsts and groundbreaking innovations that have advanced the intraoperative imaging field considerably.

Interventional radiology enables surgeons and interventionalists to perform a range of minimally invasive and image-guided procedures across various therapeutic areas, including cardiac, vascular, endovascular, pain, trauma, urology, orthopedics, spine, and neurology. These areas rely on powerful imaging modalities, including computed tomography (CT), magnetic resonance imaging (MRI), fixed interventional X-ray, and mobile C-arms. Each modality has advantages and limitations and differs in its mode of operation, level of complexity, and price point.

CT, MRI, and fixed interventional X-ray equipment still have important limitations in the intraoperative setting. These include difficulties for an ideal interventional workflow model, limited maneuverability and portability, and the high cost of conventional solutions. Therefore, interventional radiology has a strong overall value proposition that revolves around safety, precision, clinical utility, cost reduction, and improved patient outcomes.

"The latest mobile C-arm solutions may open the way to far wider intraoperative imaging adoption in emerging and developed markets, which remain largely underserved by traditional solutions because of their high cost," said Srikanth Kompalli.

Ziehm Imaging strives to enhance the quality and safety of care by improving interventional workflows and generating efficiencies in the operating room (OR). The company's range of products and modular portfolio allow it to combine various value-added capabilities to enhance versatility, image quality, ease of use, or portability in solutions tailored to individual customers and OR settings. Ziehm Imaging's integration partnerships are a key differentiator. The company's broad range of products allows versatile combinations with navigation systems from Brainlab, Stryker, and Medtronic. The integration of fully digital, distortion-free imaging with navigation systems or computer-aided surgery increases OR efficiency.

Ziehm Imaging also has cooperation agreements and partnerships with Storz Medical AG, Richard Wolf, Brainlab, Stryker, Stille, Medtronic, and several university hospitals. With these partnerships, Ziehm Imaging continues to enhance 2D and 3D imaging and therapies. The Ziehm NaviPort interface on the image-guided navigation connects Ziehm Vision RFD 3D seamlessly with systems of leading navigation companies. This combination of intraoperative 3D imaging and navigation systems enables clinicians to manage less-invasive approaches for shorter hospital stays and improved patient outcomes.

Ziehm Imaging is unique for the following reasons:
- It was the first company to introduce a fully digital mobile C-arm system with flat-panel technology, tied to its Ziehm Vision FD product.
- It introduced the first-of-its-kind, fully motorized C-arm called Ziehm Vision RFD Hybrid Edition in December 2013, tailored to hybrid OR requirements. It has an intuitive joystick

operation, numerous safety functions, and maximum image quality with a minimal dose rate, and is a space- and cost-saving alternative to fixed installed systems.

- The incorporation of Smart Dose technology in Ziehm Imaging's latest generation of mobile C-arms provide greater enhancements in improving patient care. This innovative technology enables the physicians to obtain fluoroscopic examination results while minimizing radiation dose.

- Ziehm Vision RFD 3D is the first 3D C-arm that provides a 16 cm edge length per scan volume, which allows for optimized intraoperative control in orthopedic, trauma, and spinal surgery interventions.

- SmartScan, a patented concept, allows 180-degree image information of even the smallest anatomical structures while keeping the geometry of a conventional 2D C-arm. According to Ziehm Imaging, Ziehm Vision RFD 3D is the first full-size C-arm equipped with this new technology.

"Ziehm Imaging has successfully addressed the industry's unmet needs and has implemented best practices with its product breadth and scalability, and is the first company to introduce commercially the mobile flat-panel 3D C-arm system and the fully motorized C-arm system," said Kompalli.

Ziehm Imaging's mobile C-arm offerings align well with market requirements because the price premium for these high-end products gives clients critical value-added benefits, such as a better user experience and more consistent outcomes. Ziehm Imaging's success has been proven not only by being first to market with innovative technologies, but also by demonstrating market leadership in providing value-added products that have achieved significant market penetration. The company has more than 10,000 mobile C-arm systems installed worldwide, and supports customers through nine global offices—including in the United States, Germany, China, and Brazil—as well as through a strong worldwide distribution partner network. For its strong overall performance, Ziehm Imaging has earned Frost & Sullivan's 2017 Company of the Year Award in the mobile interventional X-ray solutions market.

Each year, Frost & Sullivan presents a Company of the Year award to the organization that demonstrates excellence in terms of growth strategy and implementation in its field. The award recognizes a high degree of innovation with products and technologies, and the resulting leadership in terms of customer value and market penetration.

Frost & Sullivan Best Practices awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research to identify best practices in the industry.

About Ziehm Imaging

Founded in 1972, Ziehm Imaging has stood for the development, manufacturing and worldwide marketing of mobile X-ray-based imaging solutions for more than 45 years. Employing more than 500 people worldwide, the company is the recognized innovation leader in the mobile C-arm industry and a market leader in Germany and other European countries. The Nuremberg-based manufacturer has received several awards for its ground-breaking technologies and achievements, including the Frost & Sullivan Award (various years), the iF Design Award 2011 and 2016, the Top100 award for innovative mid-size companies 2012, the Stevie Awards 2013, 2014, 2015 and 2017, the German Stevie Award 2016 and the IAIR Global Awards 2014 as "Best Company for Innovation & Leadership". For more information, please visit: www.ziehm.com.

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