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SONY SHOWCASES FULL RANGE OF RADIOLOGY SOLUTIONS FOR DIGITAL AGE AT RSNA 2009

CHICAGO (RSNA Booth #8316) Nov. 29, 2009--With the theme of “Radiology Solutions for the Digital Age,” Sony is showcasing the versatility and breadth of its medical imaging product line at the 2009 Radiological Society of North America (RSNA) conference. From specialized ultrasound and high-resolution mammography film imagers to medical-grade DVD recorders and printers, Sony’s RSNA display provides a comprehensive overview of the company’s latest offerings in key imaging areas and an in-depth look at the latest equipment trends in the field.

“With Sony’s broad range of technology, imaging sites can choose just the features and functionalities they need and customize a solution for their needs,” said Julie Holodak, senior manager, Sony Radiology Marketing. “Whether it’s recording, display, printing or storing, Sony can help any imaging site meet the challenges of the digital age.”

Portable Ultrasound

Today, ultrasound is on the move. As the modality becomes increasingly compact, lightweight and mobile, a highlight of the Sony booth is the portable ultrasound section which features complete ultrasound carts from a range of major vendors, which rely on Sony’s high-quality printing technologies. These include the ultra-compact, lightweight Sony UP-D897 A6 monochrome thermal device. It prints sharp, realistic high-resolution images in about two seconds on glossy, high-density and standard print

media. With advanced features, user-friendly front-panel controls and a USB 2.0 interface, it is an ideal choice for mobile digital ultrasound systems.

Also highlighted at RSNA is the new UP-D25MD digital color dye sublimation printer. The compact, high-speed medical device delivers excellent quality, durable, 423 dpi high-resolution prints in less than 20 seconds and easily integrates into a medical cart with its slim 8-3/8-inch wide form factor.

Complementing the exhibit is the UP-DR80MD medical grade color photo-quality printer, delivering outstanding image quality and color reproduction. Attaching directly to an ultrasound system through a USB 2.0 connection, the compact printer integrates easily into a cart and prints full page images in approximately one minute.

Mammography

On display in the digital mammography section of the Sony booth is the FilmStation Mammography Film Imager, model UP-DF750, offering diagnostic quality mammography output at an affordable price. With a high-resolution thermal printing system and specially engineered blue thermal high-density film, the new printer delivers 604 dpi images optimized for full-field digital mammography (FFDM). The device received FDA clearance for mammography in 2009.

“The Mammography FilmStation provides superb performance, yet has one of the lowest purchase prices for any similar printer as well as an equally low cost of ownership,” said Holodak. “Mammography facilities continue to rely on hard copy for a variety of uses, even in today’s digital age. Mammography films are often viewed by a range of specialists, from breast surgeons to oncologists, and patients often request copies of their own images. Because of potential file incompatibilities and difficulties

transmitting large mammography images digitally, hard copy is generally the choice for image sharing.”

Women’s Health

In the general Women’s Health arena, Sony is demonstrating how its equipment can easily and conveniently record, display and print ultrasound images with outstanding clarity. A focal point of the display is the Sony DVO 1000MD medical grade DVD recorder with a built-in 80 GB hard drive for system backup and streamlined DVD duplication. The device supports recording and reviewing of entire exams—not just video clips—and integrates into most ultrasound systems. This technology is becoming increasingly desirable for users of 3D/4D ultrasound applications.

Additional Technology

Also featured in the Sony booth are additional diagnostic imaging and DICOM reference printers and displays that meet the demands of today’s medical environment.