The Smilow Comprehensive Prostate Cancer Center Installs Eigen ei-Nav|Artemisâ„¢

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GRASS VALLEY, Calif., Feb. 25, 2011 /PRNewswire/ -- As a world leader in the advancement of the detection and treatment of prostate cancer, the Smilow Comprehensive Prostate Cancer Center (*www.smilowprostatecancercenter.com*) at NYU Langone Medical Center is the first medical facility in the Northeast to install ei-Nav|Artemis™, an innovative image guidance and navigation system for prostate biopsy that is manufactured by Eigen.

Using proprietary next-generation imaging technology, Artemis provides solutions not available today by enhancing urologists' existing ultrasound machines, the vast majority of which are only 2D. Artemis lets urologists virtually see inside the prostate in 3D while providing real-time needle navigation and biopsy needle mapping. It also generates a 3D image of the biopsy coordinates for future reference.

"We are very excited about Artemis," says Herbert Lepor, MD, Director of the Smilow Comprehensive Prostate Cancer Center. "No major advances have been made in the TRUS/biopsy technique over the past 20 years, except for use of local anesthesia and a 12-core approach. This new device helps the Smilow Center provide the most sophisticated level of prostate diagnosis possible and assists our physicians in providing even better prostate cancer treatment and management, especially for men electing active surveillance and focal therapy."

Artemis lets doctors select a tissue site within the boundary of the prostate with near-pinpoint accuracy and then provides needle navigation to the precise location for biopsy. Artemis' patented registration technology records this data in 3D, which allows doctors to revisit or avoid the exact same area during repeat procedures. Artemis provides doctors with data they can analyze to determine changes in the prostate gland and manage treatment accordingly.

"With an estimated 1.5 million biopsies performed each year, conventional
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