# Carestream Acquires Genesis Digital Imaging

The Associated Press

ROCHESTER, N.Y.--(BUSINESS WIRE)--Nov 1, 2012--Carestream Health has acquired Genesis Digital Imaging, Inc. (Los Angeles, CA), a privately-held imaging software developer and distributor of diagnostic imaging systems.

This acquisition enables Carestream to expand its customer base by leveraging the expertise Genesis has in serving U.S. dealers that primarily call on the value tier market and specialty medical practices. Carestream offers a proven portfolio of products and services designed specifically for these types of healthcare customers.

With this acquisition, Carestream is uniquely positioned to serve customers across the U.S. With its direct sales force offering large hospital customers the latest high-end digital radiography systems and healthcare IT solutions, its Quantum Medical Imaging organization serving customers in the mid tier hospital, orthopedic and imaging center segments, and Genesis focusing on customers in the value tier segment, Carestream has innovative products and services and attractive pricing for customers in all areas of the U.S. market.

“Genesis has an outstanding reputation in serving dealers and exceeding customer expectations,” said Diana L. Nole, President of Carestream’s Digital Medical Solutions business. “I am delighted to welcome the entire customer-focused team at Genesis to Carestream.” Genesis is a distributor of Carestream’s Vita computed radiography (CR) system and integrates its software with these units. The company sells these integrated systems to more than 120 medical equipment dealers in the U.S., who then market the units to smaller, specialty-focused healthcare organizations.

In 2010, Carestream acquired Quantum Medical Imaging, a manufacturer of high-quality digital and conventional X-ray systems. Quantum sells digital radiography (DR) and CR systems, conventional X-ray systems and X-ray components to mid tier hospitals and clinics through more than 90 medical equipment dealers in the U.S. as well as many more dealers in international markets.

Genesis’ dealer relationships are largely additive to Quantum’s and greatly expand Carestream’s direct reach with U.S. dealers. The expanded direct reach with dealers will enable Carestream to better ensure it consistently provides an outstanding customer experience while minimizing channel conflict.

Genesis will become part of Carestream’s Medical business. The headquarters for Genesis Digital Imaging will remain in Los Angeles. Genesis President Scott Evers will continue overseeing its regional operations and assumes the new title of President, Genesis Digital Imaging, a Division of Carestream, and Vice President, U.S. & Canada Value Tier Channels.

“The Genesis team is thrilled to be joining Carestream,” said Evers. “With our laser focus on dealers that serve the value tier market, combined with Carestream’s Quantum products and distribution network and the company’s direct sales force in the hospital space, we now have a complete team of Carestream sales experts to serve customers from the smallest private practice up to the largest academic hospitals.” Evers will report to Doug Spotts, General Manager, U.S. & Canada Medical Sales and Service, Carestream, and will work closely with Scott Matovich, President, Quantum Medical Imaging, who manages Carestream’s U.S. mid tier channel business, to ensure outstanding support to Carestream’s dealer network.

More information on the customer benefits of Carestream’s diagnostic imaging products and healthcare IT systems can be found at www.carestream.com. For information about products and support available from Genesis Digital Imaging, please visit www.genesisdigital.com or call 1-888-436-3444.

About Carestream Health Carestream Health is a worldwide provider of dental and medical imaging systems and healthcare IT solutions; X-ray film and digital X-ray systems for non-destructive testing; and advanced materials for the precision films and electronics markets.

For more information about the company’s broad portfolio of products, solutions and services, please contact your Carestream Health representative or visit www.carestream.com.

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