Samsung Electronics America Expands Into Medical Device Sector with Health & Medical Equipment

The Associated Press

CHICAGO--(BUSINESS WIRE)--Nov 27, 2012--Samsung Electronics America, Inc., a subsidiary of Samsung Electronics Co. Ltd, today announced its expansion with the addition of Samsung Health & Medical Equipment, unifying Samsung Medison America’s personnel into Samsung Electronics America’s Enterprise Business Division. By expanding its presence in the medical equipment industry, Samsung aims to become a global healthcare leader by bringing together its expertise in electronics and IT technologies for a better and more complete healthcare experience. Samsung Health & Medical Equipment will be showing a variety of healthcare solutions at the RSNA 2012 radiological event located at McCormick Place, Chicago, Booth #4050, from November 25th – November 29 th.

This integration of sales, marketing and service operations in the United States is the latest step following Samsung Electronics’ Co., Ltd. acquisition of a stake in the leading diagnostic ultrasound manufacturer Medison Co., Ltd. in 2010. With the joining of operations, Samsung Medison America is well positioned to leverage research and development and infrastructure already in place within Samsung Electronics America and its product groups. In addition, Samsung Medison America will benefit from existing sales channels and integrated marketing teams at Samsung Electronics America.

“Samsung Electronics America is well positioned to bring its knowledge and resources to Samsung Health & Medical Equipment and we are committed to a shared vision for a better and more complete healthcare experience,” said Tod Pike, Senior Vice President of Samsung Electronics America, Inc., Enterprise Business Division. “We have a continuing interest and investment in the healthcare space and we now have an even greater opportunity for reaching our global growth goals. Samsung is proven as a world technology leader and our mission is to help arm healthcare providers with the tools they need to offer patients the best possible care.” “The combination of Samsung’s unparalleled image processing and IT technologies with Samsung Medison America’s industry-leading medical equipment will serve as the foundation for continuing innovation in medical technology,” said Brian Keith, Director of Sales and GM of Samsung Health & Medical Equipment. “By upholding customer values as our top priority, Samsung Health & Medical Equipment will support fast, easy and accurate diagnosis through superior technologies and products. We look forward to aligning our expertise to support the Samsung vision to contribute to the growth of the medical equipment industry through our advanced technologies and improve the quality of people's lives.” Samsung’s investment in Medison is a key element in Samsung’s 2020 vision to explore new avenues of growth, including in healthcare business domain. The integration of Samsung Medison America will add 28 employees to Samsung’s

Enterprise Business Division, now under the Samsung Health & Medical Equipment Group and reporting directly into division head Tod Pike.

About Samsung Medison America Incorporated in the U.S. in 1992, Samsung Medison America specializes in marketing and selling world-class ultrasound imaging equipment in the U.S. In 1996, Samsung Medison America's parent, Medison Co., Ltd., successfully developed the first digital ultrasound system by an Asian manufacturer and in 1998 it developed the world's first commercially-available 3D ultrasound imaging system. Samsung Medison America has introduced into the U.S. market many other advanced products, ranging from its signature 'Accuvix' and 'SonoAce' series, to a laptop-sized ultra-compact diagnostic ultrasound system. For more information, please visit, www.samsungmedison.com.

About Samsung Electronics America Enterprise Business Division As a global leader in Information Technology, Samsung's Enterprise Business Division (EBD) is committed to its business customers and loyal partners with world-class solutions. Samsung EBD offers a complete portfolio of technology solutions to support business growth aspirations including virtualization, printing, displays, notebook and tablet PCs, digital signage, medical equipment, set-top-box and hospitality TVs. With a market-oriented approach to innovation, Samsung EBD solutions move businesses forward while helping reduce operating cost. Samsung EBD is a division of Samsung Electronics America (SEA), Inc., a U.S. subsidiary of Samsung Electronics Company, Ltd. (SEC) and is among the world's largest technology companies. For more information, please visit www.samsung.com/business, call 1-866-SAM-4BIZ or follow Samsung EBD via Twitter @SamsungBizUSA.

About Samsung Electronics America, Inc. Samsung Electronics America, Inc. (SEA), based in Ridgefield Park, NJ, is a subsidiary of Samsung Electronics Co., Ltd. The company markets a broad range of award-winning consumer electronics, information systems, and home appliance products, as well as oversees all of Samsung's North American operations including Samsung Telecommunications America, LP, Samsung Semiconductor Inc., Samsung Electronics Canada, Inc. and Samsung Electronics Mexico, Inc. As a result of its commitment to innovation and unique design, the Samsung organization is one of the most decorated brands in the electronics industry. The company was ranked #9 in BusinessWeek/Interbrand "100 Best Global Brands," and named as one of Fast Company's "50 Most Innovative Companies of 2010." For more information, please visit www.samsung.com. You can also Fan Samsung on www.Facebook.com/SamsungUSA or follow Samsung via Twitter @SamsungTweets.

About Samsung Electronics Co., Ltd. Samsung Electronics Co., Ltd. creates more possibilities for more people, in more countries, than any other technology company. Samsung has become the global leader in consumer electronics and their components by bringing relentless innovation to a product portfolio that includes televisions, smartphones, personal computers, printers, cameras, refrigerators and memory chips. To discover more, please visit www.samsung.com.

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