

## **Olympus Introduces World's Only Fully Rotatable HD Bronchoscopes**

PRNewswire

*BF-190 bronchoscopes provide physicians and surgeons with unparalleled maneuverability and flexibility intended to expand reach within the endobronchial tree*



Olympus, a precision technology leader in designing and delivering innovative Medical and Surgical solutions, among other core businesses, announced today the commercial availability of its 510(k) cleared BF-190 bronchoscopes.

The new BF-190 bronchoscopes offer unparalleled maneuverability and flexibility through the combination of their unique Rotary Function and wider tip angulation\*, which will potentially allow physicians to access areas of the lung that may not be easily reached with current generation bronchoscopes. The Rotary Function is estimated to reduce hand torque by up to 82%\*\* which may translate to a significant reduction in hand fatigue and injury.

"Increased maneuverability is perceived to be the most notable improvement in functionality compared to existing bronchoscopes," said Dr. Ali Musani, Director of Interventional Pulmonology at the National Jewish Hospital. "Translating this feature to bronchoscopes will allow for easier access to traditionally difficult-to-reach locations and in some cases may permit navigation into areas impossible to reach with current generation bronchoscopes."

The BF-190 bronchoscopes are powered by Olympus' new EVIS EXERA III Universal

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Platform, the only HDTV Imaging system that helps facilitate more accurate bronchoscopic diagnosis and treatment, simplify setup and reprocessing, and improve versatility. The HDTV image, along with other enhanced features from the EVIS EXERA III processor and light source, will provide a clear and detailed endoscopic image that allows for more precise observation.

The EVIS EXERA III system works seamlessly with a wide range of endoscopes across specialties to provide easier data management and cost efficiencies. The system is compatible with all Olympus endoscopes used in bronchoscopy, endobronchial ultrasound (EBUS), gastroenterology, laparoscopic and arthroscopic surgery, urology, anesthesiology and ENT. The flexibility of this widespread platform helps facilities reduce their need for multiple video systems, thereby improving asset management by meeting the needs for endoscopic observation and minimally invasive surgery throughout the hospital.

"The BF-190s represent one of the most significant advancements in bronchoscopes in over eight years," said Luke Calcraft, President of the Medical Systems Group at Olympus America Inc. "We believe that the technology provides unique functionality which, when combined with the brightest, clearest image on the market, has the potential to transform the way bronchoscopies are performed throughout the world."

Olympus is a pioneer in developing innovative solutions to advance the field of [bronchoscopy](#) [1]. According to Thomson Reuters, there were approximately 850,000 bronchoscopies performed in the U.S. in 2010. In addition, more than 220,000 people are diagnosed with lung cancer each year according to the Centers for Disease Control and Prevention (CDC). Lung cancer takes more lives than breast, prostate and colon cancers combined, accounting for 27% of all cancer deaths.

The BF-190 bronchoscopes will be showcased at the American Association for Thoracic Surgery (AATS) Annual Meeting to be held May 4-8 in Minneapolis (booth #1730) and the American Thoracic Society (ATS) International Conference to be held May 17-22 in Philadelphia (booth #210). Physicians and Surgeons are invited to further explore the benefits of the BF-190 bronchoscopes.

\*Available in BF-Q190 and BF-H190 models

\*\*When compared to Olympus bronchoscopes (data on file)

### About Olympus Medical Systems Group

Olympus Medical Systems Group, a division of global technology leader Olympus, develops solutions for healthcare professionals that help improve clinical outcomes, reduce overall costs and enhance quality of life for their patients. By enabling less invasive procedures, innovative diagnostic and therapeutic endoscopy, and early stage lung cancer evaluation and treatments, Olympus is transforming the future of healthcare.

For more information visit Olympus at [www.olympusamerica.com](http://www.olympusamerica.com) [2].

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