

## **PENTAX Medical And Hitachi-Aloka Medical Continue Joint Innovation And Global Leadership In Endoscopic Ultrasound Systems**

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MONTVALE, N.J., May 17, 2013 /PRNewswire/ -- PENTAX Medical, a healthcare industry leader in endoscopic imaging, and Hitachi-Aloka Medical, a global leader in ultrasound imaging, recently announced renewed collaborative efforts between the two global companies to enable further innovation in the development of Endoscopic Ultrasound Systems (EUS). For years, the Hitachi-Aloka ultrasound systems and PENTAX Medical endoscopic portfolio have formed one of the world's most trusted families of EUS systems. This agreement will continue to grow their long-standing alliance.

"For years, we have used the PENTAX-Hitachi EUS platform due to its high-quality imaging and performance for driving quality patient care. Their continued partnership is a great advantage to both companies and the healthcare community," explained William Brugge, MD, Director of Gastrointestinal Endoscopy, Massachusetts General Hospital, and Professor of Medicine at Harvard Medical School.

Hitachi-Aloka Medical's ultrasound system can be directly rolled into GI labs or endoscopy suites alongside PENTAX Medical endoscopic systems, enabling physicians to more readily incorporate EUS technology into their procedures. The renewed joint collaboration comes concurrently with the PENTAX Medical launch of the HI VISION™ Preirus™, premium ultrasound scanner.

The HI VISION™ Preirus™ delivers performance, speed, and the potential to increase diagnostic accuracy unlike conventional ultrasound systems, blending the outstanding contrast and detail resolution of Hi-Compounding with the tissue density/hardness imaging capabilities of Sonoelastography. Together, Hitachi-Aloka and PENTAX Medical combine to give physicians a platform of optical and ultrasonic visualization that will potentially increase detection of abnormalities and provide endoscopic therapeutic access to the upper gastrointestinal tract. The current state-of-the-art systems will be featured at the annual Digestive Disease Week (DDW) meeting in May in Orlando, FL.

"Hitachi-Aloka Medical certainly values its partnership with PENTAX Medical in both the U.S. and Canadian markets. With continued support of new and innovative ultrasound products, including the HI VISION™ Preirus™ being launched at DDW, we are looking forward to continuing this mutually beneficial relationship for years to come," said David Famiglietti, Chief Executive Officer for Hitachi-Aloka Medical America, Ltd.

"The Hitachi-Aloka and PENTAX Medical relationship is one with a rich history. This

continued partnership and leadership in advanced imaging will bring to the gastroenterology and pulmonary community the next advances in endoscopic ultrasound technology. These new technologies are designed to increase patient care in a cost-effective manner," said David Woods , President of PENTAX Medical, Americas.

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