# Pentax Medical Launches Industry's Highest Resolution HD+ Imaging Technology for Flexible Endoscopy

PENTAX Medical Company

PENTAX Medical Company, a healthcare industry leader in endoscopic imaging, announces the U.S. launch of the EPK-i®5010 Video Processor with PENTAX i-SCAN™, the industry's highest* resolution HD+ imaging technology for flexible endoscopy.

“From our experience, the EPK-i®5010 with PENTAX i-SCAN™ has the potential to help physicians improve the characterization and detection of colon disease during surveillance procedures," said Sharmila Anandasabapathy, MD, Associate Professor of Medicine, Gastroenterology, Mount Sinai Hospital School of Medicine. "The simplicity of the three i-SCAN settings also makes this technology extremely easy to use.”

Studies have shown EPK-i®5010 with PENTAX i-SCAN™ may improve detection[i,ii] and characterization[iii] of disease by digitally enhancing blood vessels and mucosal surfaces.[iv] PENTAX i-SCAN™ has a quick single-button control to cycle through all three pre-programmed settings.

PENTAX Medical will feature the EPK-i®5010 with PENTAX i-SCAN™ at Digestive Disease Week (DDW) and the Society of Gastroenterology Nurses and Associates (SGNA) later this month.

"The EPK-i®5010 with PENTAX i-SCAN™ is a remarkable blend of advanced features that combine to offer a clinically relevant and cost effective solution," said David Woods, President of PENTAX Medical, Americas. "The device paired with our 90i series endoscopes will offer endoscopists an excellent level of visual clarity that may lead to improved detection, better use of health care resources and highly informed treatment decisions, if treatment is necessary."

**About PENTAX Medical**
PENTAX Medical is a division of Hoya Group. Its mission is to improve the standard of patient care and quality of healthcare delivery by providing the best endoscopic products and services with a focus on QUALITY, CLINICALLY RELEVANT INNOVATION, and SIMPLICITY. Through leading edge R&D and manufacturing, PENTAX Medical provides endoscopic imaging devices and solutions to the global medical community. Headquartered in Japan, PENTAX Medical has a worldwide focus and presence with R&D, regional sales, service, and in-country facilities around the globe. PENTAX Medical employees represent the diverse countries where we do business, allowing us to provide innovative solutions tailored to meet local needs.

[i] Lee, CK., et al. (2011). i-SCAN showed statistically significant sensitivity over

HDWLE for polyp detection. Gastrointestinal Endoscopy, 74(3): 603-609

[ii] Hoffman, A., et al. (2010). Total number of lesions (HD alone 154/i-SCAN 335/chromoendoscopy 646). Results were statistically significant. Digestive and Liver Disease, 42: 45-50

[iii] Hancock, S., et al. (2012, December 2). Illustration of a variety of cases where i-SCAN technology can be clinically useful and directly impact management of patients. Diagnostic and Therapeutic Endoscopy, ePub: 2012; 2012:193570

[iv] Hoffman, A., et al. (2010). i-SCAN enabled detection of more flat lesions and more flat adenomas compared to SD. Endoscopy, 42: 827-833

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