

Fujifilm showcases latest collection at IRIA conference

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Announces the launch of two books on emerging technology in diagnosis and management of breast cancer



Fujifilm India Private Limited, one of the leaders in Healthcare industry, have displayed its latest medical systems at the 73rd National Conference of the Indian Radiological and Imaging Association (IRIA).

The three-day long conference is scheduled from 23rd – 26th January 2020 at MMCC, Gandhinagar, Ahmedabad, India. As part of the event, Fujifilm will be displaying its latest medical devices like FDR - Smart F, FDR - D-EVO II, FDR - SE Lite, FCR - Prima T, Full Field Digital Mammography (FFDM) - Amulet Innovality and Synapse PACS.

In **DR systems**, the company is displaying the **FDR Smart F** – Fujifilm’s latest high quality, cost effective digital X-ray system that can be easily installed in limited spaces and is easy to use. This product was especially designed for emerging countries like India. Whereas in the **FDR D-EVO series**, the company will be showcasing FDR - D-EVO II detector that allows smart image processing and dose efficiency for the patients. Fujifilm will also preview the FDR SE Lite retrofit DR detector at the annual meeting. The detector is geared towards bringing DR technology to specialty and small medical practices. In CR systems, Fujifilm will be displaying the **Prima TM** – an affordable High-speed image processing tabletop FCR (Fuji Computed Radiography) with mammography compatibility. The machine supports a space saving design and provides superior image quality of 50 Micron resolutions.

In **Medical Informatics**, the company will showcase the **SYNAPSE-PACS, RIS and Mobility Solution** to provide improved workflow, efficiency and quality of reporting in radiology departments. Since 1999, **Synapse®** has been transforming healthcare organizations with continuous innovation in diagnostic image management, advanced visualization, enterprise imaging workflow and shared informatics architecture.

In the **Ultrasound** space, Fujifilm will display the **SonoSite X-Porte FC-I** – an ultrasound machine with breakthrough extreme definition imaging for pinpoint precision. It comes with educational resources such as step-by-step tutorials viewable simultaneously with live scans. Also on display will be the newly launched Visionary DX – BMD, Newtom – CBCT and X-Air (Hand-held Portable X-ray system).

Commenting on the association with IRIA 2020, **Haruto Iwata, Managing Director, Fujifilm India Pvt. Ltd.** said, “*Today’s healthcare enterprises are entirely focused on improving the quality of healthcare and we at Fujifilm are principally committed at bringing advanced imaging strategies keeping in mind the industry needs. With increasing digitalization and use of AI in healthcare, we aim to provide our users high value care with the cutting edge technologies. As trailblazers in healthcare sector, we are proud to showcase our wide range of medical systems at the 73rd National Conference of the*

Indian Radiological and Imaging Association. We have designed these technologies to offer comfortable, efficient procedures and help clinicians deliver the best possible patient outcomes.”

“At Fujifilm, our key focus areas are Early Detection of Breast Cancer, End T.B Program, Early Detection of lung cancer and colon cancer through state-of-the-art products like Full Field Digital Mammography, FCR & FDR Systems, Endoscopy Systems. We are even focused on digitization Tele radiology and AI for faster and quality diagnosis of Breast Cancer, Tuberculosis and Lung Cancer. With such associations, we will continue to innovate and provide high quality medical solutions that contribute to better healthcare facilities and services in India.” added **Chandrasekhar Sibal, Senior Vice President - Medical Division, Fujifilm India Pvt. Ltd**

The company will also announce the launch of two books at the conference i.e. Full Field Digital Mammography - CEDM written by Dr Rashmi Sudhir from Indo American Cancer Hospital, Hyderabad and FDR - "Digital Radiography the Power of Imaging" (A book on case done by our users on our DR systems). The books highlight the emerging technology in diagnosis and management of breast cancer. It further highlights unique technologies by Fujifilm that offer solutions to support these diagnosis at an early stage.

Photo Caption- Left to right: **Chandrasekhar Sibal, Senior Vice President - Medical Division, Fujifilm India Pvt. Ltd, Haruto Iwata, Managing Director, Fujifilm India Pvt. Ltd, Dr Rashmi Sudhir from Indo American Cancer Hospital, Hyderabad and Fujifilm delegate.**