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Philips launches new AI-enabled Elevate Platform upgrade on EPIQ Elite ultrasound imaging platform in India

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Latest suite of automation features includes Quick Launch pre-sets to streamline platform setup and routine procedures



Royal Philips, a global leader in health technology, has launched its new cutting-edge Elevate Platform upgrade release on the EPIQ Elite ultrasound imaging platform, at UltraFest 2025 in India.

This pioneering solution addresses the increasing demand for streamlined workflows and greater diagnostic efficiency, enabling clinicians to deliver timely, confident decisions for a wider range of patients.

Elevate platform is equipped with advanced Artificial Intelligence capabilities which have proven instrumental in enhancing diagnostic accuracy and operational efficiency. The platform also incorporates proactive system monitoring, allowing care teams to consult remotely, support diagnosis from a distance, and troubleshoot systems without the need for on-site intervention.

Sachin Grover, Head of Ultrasound, Philips Indian Subcontinent commented “Elevate is a powerful example of our commitment to helping healthcare providers address today’s urgent challenges—from rising patient volumes to workforce constraints. With smarter automation, faster diagnostics, and greater clinical precision, we’re enabling clinicians to deliver high-quality care more efficiently. At Philips, we firmly believe in the transformative potential of Artificial Intelligence to make healthcare more effective, accessible, and inclusive bringing us closer to a future where we provide better care for more people.”

The latest suite of automation features includes Quick Launch pre-sets to streamline platform setup and routine procedures, reducing imaging optimization time. Other features include automatic adjustment of image brightness and uniformity, as well as CEUS AutoScan, which improves image quality by fine-tuning each pixel and frame. For liver elastography, the system offers Auto ElastQ, which helps measure liver stiffness more easily and quickly, providing a simple, non-invasive way to assess liver health.