

ContextVision Unveils New Cutting Edge Ultrasound Image Enhancement Product Family

US PLUSView™ Modular Family enables improved image quality, organ boundaries and texture in the obese and other technically difficult patients

BOSTON, Mass. and STOCKHOLM, Sweden – April 11, 2011 – At the American Institute of Ultrasound in Medicine (AIUM) Annual Convention this week, [ContextVision](#), the software imaging partner for the most recognized medical imaging manufacturers worldwide, will unveil its cutting-edge ultrasound image enhancement family, US PLUSView™. This modular family enables equipment manufacturers to deliver a full range of ultrasound image enhancement capabilities to their customers, including deeper penetration and improved speckle reduction features for the obese and other technically difficult patients.

Following the global obesity epidemic, an increasing portion of all abdominal scans is considered technically difficult since obesity impacts the clinicians' ability to interpret ultrasound images. ContextVision has designed the US PLUSView product family to extend ultrasound imaging capabilities for these patients. The US PLUSView family includes a modular series of products that offer leading-edge diagnostic capabilities for the clinicians. The unique US PLUSView product family sets new standards as it enables directed, focused image enhancement (DFE) of selected areas, depths and intensities without sacrificing overall image quality.

"The combination of ContextVision's proven GOP technology with the new cutting-edge DFE capabilities sets a new standard for ultrasound image enhancement" says Anita Tollstadius, CEO at ContextVision. We can offer a completely new product range to manufacturers which allows their customers to gain access to subtle pathologies in difficult patients previously not accessible via ultrasound imaging."

While relatively low energy acoustic waves used in Ultrasound provides a safe diagnostic imaging environment, they lead to difficulties penetrating patients with larger BMI (> 30). The ability to perform high-quality ultrasound exams is especially critical for obese pregnant women due to increased risks to mother and baby. Researchers have found that pregnant women who are overweight or obese are more than 10 times more likely than women of normal weight to have their second trimester fetal ultrasound screening recalled due to poor results. Furthermore, a second exam may not improve visualization but instead add only to cost and patient distress.

About ContextVision

ContextVision is the leading independent developer in medical imaging enhancement, analysis and processing technologies, serving leading OEMs and distributors for over 25 years. ContextVision's embedded imaging software is relied upon daily by thousands of users around the globe. ContextVision's patented GOP algorithm allows unprecedented image quality to be achieved by simultaneously enhancing fine structure while reducing noise and speckle across MRI, X-Ray, Ultrasound, CT, and IR. ContextVision's technology enables the company's customers to provide superior digital imaging quality to hospitals and clinicians. Such solutions promise more rapid and accurate diagnoses, reduced operator eye fatigue, and ultimately, a greater return-on-investment for medical imaging users. For more information, please visit www.contextvision.com.

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