

**Press release**

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**Award-winning medical technology from Germany****Ziehm Imaging receives 2009 Business Development Strategy Leadership Award from Frost & Sullivan**

**Nuremberg, 12th October 2009 – The German medical device company Ziehm Imaging has received the “2009 European Mobile C-arms Business Development Strategy Leadership Award” from the independent market research company Frost & Sullivan. The award recognizes the successful growth strategy of the technology leader in the area of mobile C-arms. Selection criteria were above all the opening up of important new markets, as well as the securing of strategic partnerships.**

The award recognizes the firm’s unique strategic developments and technical supremacy in the area of mobile C-arms in Europe. During the last three years, through close co-operations with clinics and partnerships with other med-tech companies, Ziehm Imaging has been consistently able to develop its x-ray-based imaging technology and achieve technological leadership. The forward-looking development of the flat-panel technology contributed to the company winning the 2006 Frost & Sullivan Award for Innovation and the 2007 Frost & Sullivan Award for Technology Leadership. With more than 100 installations of this technology, the company today remains the undisputed market leader.

**Strategic partnerships as the recipe for success**

With the aid of strategic partnerships with medical device firms, specializing in lithotripsy and surgical navigation, Ziehm Imaging has not only driven forward the development of intra-operative imaging, but also opened up new business channels. In this way, Ziehm Imaging was able to sell over 750 mobile C-arms worldwide in 2008 including 450 in Europe. Educational programs offered by the Ziehm Academy contribute to

keeping customers and sales partners at the cutting edge of technology and to promote an intensive exchange of ideas. New developments from Ziehm Imaging are improved by the practical experience of the clinic personnel and meet exactly the requirements of modern imaging solutions. Frost & Sullivan have decided to present the award to Ziehm Imaging due

to Ziehm Imaging's consideration of the factors of excellent understanding of the customer's needs as well as the rapid implementation of market requirements.

"Ziehm Imaging is proud to receive this year's award. It honors our continuous growth in new clinical applications and international markets", stated Martin Herzmann, Director Global Marketing at Ziehm Imaging. "We are convinced that the dedicated focus on mobile x-ray based imaging is a fundamental key to our success. Spearheading C-arm technology and the award 2009 are a great motivation for Ziehm Imaging to continue our activities in mobile imaging."

### **About flat-panel technology**

Ziehm Imaging specializes in the development of mobile C-arms. The technology leader introduced the first C-arm with digital flat-panel technology onto the market in 2005. The introduction of digital flat-panel detectors in mobile fluoroscopy marks a quantum leap in the technological development of mobile x-ray imaging. C-arms with flat-panel can display images with more than 16.000 shades of grey. These high-end machines therefore improve soft tissue imaging along with visualization of bony anatomy and are suitable for a variety of clinical applications: from interventional radiology, through cardiology, to neurosurgery and vascular surgery. Apart from fully-digital, distortion-free imaging, the flat-panel improves the access to the patient due to the larger opening of the C-arm. The flat-panel detector is insensitive to magnetic fields which makes it possible to work close to MRI sites or places where strong magnetic fields are present.

### **About Ziehm Imaging**

Ziehm Imaging specializes in the development, manufacturing and worldwide marketing of mobile x-ray-based imaging solutions. The company has been market leader in Germany for more than seven years as well as in many other European countries for two years. Today, Ziehm Imaging is a global systems provider, employing over 250 people worldwide. Extensive in-house development know-how is reflected in the Ziehm Imaging C-arms' high medical imaging performance, intelligent generator technology, significant dose savings and seamless digital network integration. Building on competence and creativity, as well as continuous dialog and close cooperation with renowned universities, research centers and hospitals, Ziehm Imaging has developed groundbreaking technologies that have made the company a global trendsetter in intelligent interventional imaging. Ziehm Imaging products are known for their outstanding versatility and their easy handling for a wide variety of medical applications. In addition, they offer seamless integration into existing IT environments for digital image data acquisition, image evaluation and image management. Please see [www.ziehm.com](http://www.ziehm.com) for more information.

### **About Frost & Sullivan**

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