

## PENTAX Medical Launches VIVIDEO Endoscopy System



PENTAX Medical has launched the new VIVIDEO system, an advanced ENT videoscope solution, in the European, Middle Eastern and African (EMEA) Markets. This endoscopy system consists of a video processor and video naso-pharyngo-laryngoscope (CP-1000 and VNL9-CP).

The new VIVIDEO solution brings to market a high quality and affordable High-Definition (HD) video naso-pharyngo-laryngoscope, allowing fiber endoscopy users to affordably transition their practice to video endoscopy. This new easy-to-use technology delivers superior performance and image quality to enhance diagnostic yield and improve patient care.

Due to its exceptional HD image quality and enhanced illumination, the VIVIDEO system enables high quality diagnostic examinations in all ENT environments. Its integrated HD video recording will capture and document clinical findings for documentation and comparison.

The VIVIDEO solution contributes to enhanced patient care by providing rapid diagnosis through effective and high quality examinations. This reduces patient uncertainty and ensures earlier treatment if required. Maximum patient comfort is also ensured due to the extremely small diameter insertion tube of just 3mm. Furthermore, its unique insertion tube flexibility and ergonomic, lightweight handle enables smooth and convenient procedures for improved work flow, enabling increased patient throughput and outstanding price-performance.

Commenting on the image quality of VIVIDEO, Dr. Guido Van Den Broek, from Nijmegen, Netherlands, said "Compared to fiber scopes, the image and illumination is a different world." Gary R. Wood BSc from London, UK, adds his first experiences towards patient comfort: "I had a patient that said: It is the first time I have been scoped and never felt it."

The new VIVIDEO solution is officially launched in Augsburg, Germany, to an exclusive invited audience of ENT physicians from EMEA who are the first to view and experience the new videoscope. "We are very excited to be the first region to launch this superb product. Based on the enthusiastic feedback from the first users, we believe it will have a significant impact on the patient care, diagnostic yield and performance for the ENT market in EMEA," said Dr. Ismaël Nujrally, President EMEA, PENTAX Medical.

In addition, the invited group has the chance to visit Digital Endoscopy GmbH, also located in Augsburg. This imaging technology center was acquired by PENTAX Medical's parent company, Hoya Corporation in 2012 as PENTAX Medical's European R&D center. Since then, the synergies of advanced imaging technology are already resulting in the expansion of an innovative product pipeline. The VIVIDEO ENT Endoscopic Solution is the first global product to be designed and manufactured in this new European-based facility.

"The launch of VIVIDEO is yet another illustration of PENTAX Medical's commitment to improving the clinical and economic value of our products for our customers. The launch of VIVIDEO also marks a milestone in PENTAX Medical's journey to develop products based on the needs and requirements of our worldwide base of existing and prospective customers," said Ganesh Ramaswamy, Global President of PENTAX Medical.

### 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.

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