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## **At CMEF, Agfa launches the ergonomic, mobile DR 100s, accelerating the company's growth and presence in China**

### **With MUSICA® intelligence and a customer-driven design, the DR 100s sets the benchmark for quality in medical imaging**

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- Designed in collaboration with users around the world, the DR 100s optimizes flexibility and usability to improve efficiency and productivity.
- Powered by MUSICA® image processing, excellent DR image quality enables “first time right” imaging and supports the ALARA (as low as reasonably achievable) principle for radiation dose.
- First intelligent mobile generation ‘assisted’ by SmartXR® artificial intelligence for a comfortable, productive and user-friendly imaging experience.
- The accelerated launch of the DR 100s emphasizes the strategic importance of the Chinese market to Agfa.

Agfa announces the launch in China of the DR 100s high-productivity, ergonomic, mobile DR imaging solution, at the China International Medical Equipment Fair (CMEF), which ran from 13-16 May, in Shanghai. With a customer-driven design and the MUSICA® imaging workstation for image processing and workflow, the DR 100s meets the real, clinical needs for more safe and efficient medical imaging in the Chinese healthcare environment..

Launching the DR 100s in this market sets the benchmark for medical imaging quality and demonstrates Agfa’s commitment to speeding up its growth and presence in the country.

#### **“First time right” imaging**

Radiation dose is everyone’s concern, impacting both patients and care providers. In clinical practice, a significant portion of X-ray images are not usable for diagnosis, and must be retaken. A 20% retake rate is not uncommon,

resulting in unnecessary radiation exposure<sup>1</sup>. Furthermore, if exposure parameters are not adjusted to the patient's real body type, dose can be up to six times higher than strictly necessary<sup>2</sup>.

Powered by MUSICA® image processing and 'assisted' by SmartXR® artificial intelligence, the DR 100s optimizes the excellent DR image quality with SmartAlign, SmartPositioning, SmartDose and SmartRotate, to get "first time right" images with the lowest possible dose reasonably achievable (ALARA).

"Agfa is committed to bringing high-quality products to China's medical imaging industry. The DR 100s is built on the same proven technologies as all Agfa solutions, enabling a reduction of radiation dose by more than half, while still providing better imaging details. Along with a comfortable, productive and user-friendly imaging experience, the DR 100s sets a high-quality/low-dose benchmark for the radiography industry," said Dennis Long, Agfa's Managing Director of Greater China.

### **A user-driven design for ergonomics and safety**

The DR 100s combines Agfa's excellent DR quality with a user-driven design that offers easy maneuverability and fast image preview. The broad range of thoughtful and ergonomic features include excellent flexibility of the tube head on all three axes, nearly effortless manual movement of the tube head, a conveniently positioned power plug, and sensors in the front bumper that automatically stop the unit when an obstacle is detected.

### **Accelerating efforts in the Chinese market**

The public health system in China currently requires more resources and service capabilities in order to ensure the equity and accessibility of services. The "14th Five-Year Plan" proposed at the Fourth Meeting of the 13th National Committee of the Chinese People's Political Consultative Conference (CPPCC) called for improvements to the primary public health system, the promotion of a "healthy China", and the replenishment of primary health services, all while ensuring quality. Radiography plays a critical role in early screening, diagnosis and

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<sup>1</sup> Little, Kevin J., et al. "Unified database for rejected image analysis across multiple vendors in radiography." *Journal of the American College of Radiology* 14.2 (2017): 208-216.

<sup>2</sup> Yanch, Jacquelyn C., et al. "Increased radiation dose to overweight and obese patients from radiographic examinations." *Radiology* 252.1 (2009): 128-139.

treatment of diseases, and there is an urgent need for better medical imaging solutions that balance accuracy and safety in high-frequency screenings.

"The launch of the DR 100s in China has been the fastest ever, due to both China's emphases on the high-end medical equipment industry, and to the strategic importance of the Chinese market to Agfa. Agfa is deeply integrated in the Chinese market, and actively responds to policy calls. With more than 100 years of solid experience and a constant focus on technological innovation, Agfa's decision to accelerate the launch of the high-productivity, ergonomic DR 100s clearly demonstrates our consideration of and commitment to this key market," said Mr. Suresh Ranganathan, Vice President of Asian Pacific.

### **Chinese roots, global mission**

Since its official establishment in China in 1988, Agfa has not only produced medical X-ray films for Chinese hospitals and institutions, but has also introduced advanced Belgian film production technology into the country. From the production of X-ray films to the establishment of advanced medical equipment assembly lines, Agfa has been dedicated to bringing differentiated designs and user-friendly products tailored to Asian users for more than 30 years. The accelerated launch of the DR 100s in China is a signal of Agfa's efforts to speed up its growth and presence in the market.

"Agfa is increasing the transfer of product manufacturing to China and collaborating with local industry chain partners for production bases in the country. We hope to bring more technical resources and advanced products into the Chinese market, benefiting doctors and patients through a better medical experience. The accelerated launch of the DR 100s emphasizes the strategic importance of China to Agfa's vision of building its global presence with the support of China's infrastructure and resources," concludes Dennis Long.

### **About Agfa**

Agfa develops, produces and distributes an extensive range of imaging systems and workflow solutions for the printing industry, the healthcare sector, as well as for specific hi-tech industries such as printed electronics & renewable energy solutions.

The headquarters are located in Belgium. The largest production and research centers are located in Belgium, the United States, Canada, Germany, France, the United Kingdom, Austria, China and Brazil. Agfa is commercially active worldwide through wholly owned sales organizations in more than 40 countries.

For more information on Agfa please visit [www.agfa.com](http://www.agfa.com)



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