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GE Healthcare will highlight **adaptive statistical iterative reconstruction (ASiR)** technology, available on the **Discovery CT750 HD** and **LightSpeed VCT**. The ASiR technology can reduce dose between 40 percent and 50 percent, while maintaining image quality. With the Discovery CT750 HD and its new detector, GE can enhance visualization of smaller structures to improve diagnostic confidence.

In interventional radiology, GE will demonstrate **Innova** dose-efficient X-ray technology. Innova Vision overlays a 3-D rotational X-ray, CT, or MR image with a 2-D fluoroscopic image to create a fused roadmap display. It helps physicians advance guide wires, catheters, coils, and devices more confidently by visualizing them on the 3-D model in real time.

In nuclear medicine, GE will announce the availability of the **Discovery NM/CT 670**, an advanced hybrid imaging platform to improve workflow, dose management, and image quality. GE will also introduce a new tri-modality pre-clinical imaging system called the **Triumph™ II**. The solid state digital imaging system has been upgraded to offer enhanced image quality, and quantitative capabilities, a wider bore size to fit larger animals, higher PET sensitivity, and new SPECT collimators for improved resolution and sensitivity.

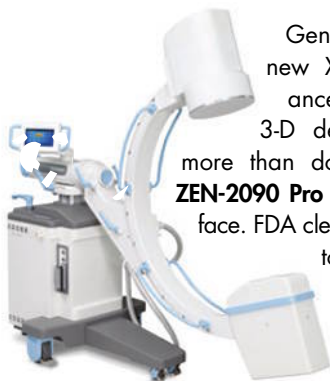
The **SharpIR**, an iterative reconstruction enhancement to **VUE Point HD** and **VUE Point FX**, is offered across the Discovery PET/CT 600 series platform to enhance visual contrast and resolution in whole-body and brain PET images.

In MRI, GE will showcase the **1.5T Optima MR450w**, a 70 cm whole-body scanner that will be featured with **Continuum Pak 22.0**, and the **1.5T extremity MR system**.

In healthcare IT, the Centricity PACS 3.2 will display integration with **Centricity Enterprise Archive 4.0** and **Centricity Precision Reporting**. In ultrasound, the **LOGIQ E9** will show the ability to gather images with deep penetration without sacrificing resolution in real time 4-D, and the premium **Voluson E8** will provide high-resolution volume imaging.

Genoray America Inc.

X-ray, CT



The ZEN-4090R has more than double the power of the former ZEN-2090 Pro unit.

Genoray America Inc. will debut two new X-rays: the **ZEN-4090R** performance C-arm and the **VOLUX** digital 3-D dental CT. The ZEN-4090R has more than double the power of the former **ZEN-2090 Pro** unit and an accessible user interface. FDA clearance is in progress and expected to be completed on Jan. 2011.

Previously this year, Genoray announced FDA clearance of the VOLUX cone beam CT device, which opened the door for the company to enter the field of 3-D dental imaging.

iCAD

MRI, CT, Mammography

iCAD will be displaying its new MRI product suite – **VividLook®**, **SpectraLook®**, **OmniLook™**, **PrecisionPoint®**, and **VersaVue™ Enterprise**.

These devices offer a quantitative image analysis suite for cancer detection, localization, staging, treatment planning, and serial monitoring.

VividLook creates color images based on signal changes defined by tumor physiology to help radiologists distinguish benign from malignant lesions.

SpectraLook can distinguish potential breast cancers as part of overall MRI data analysis. OmniLook applies advanced image analysis using a pharmacokinetic model for tumor assessment in the liver, kidney, and brain.

PrecisionPoint delivers an automatic calculation of the location and depth of a targeted region of interest. And VersaVue Enterprise helps secure data for an interventional procedure.

In the CT arena, iCad will highlight **VeraLook™**, the first FDA-cleared computer-aided detection solution for virtual colonoscopy to enhance clinician accuracy and effectiveness by improving detection of colonic polyps.

In mammography, the **SecondLook®Premier** digital CAD solution has been designed and developed using a 100-percent digital image database that provides improved digital CAD performance.

SecondLook Digital is optimized for digital mammography systems from GE Healthcare, Siemens Medical Systems, Fujifilm Medical Systems, Sectra, IMS Giotto, Philips, Planmed, and Agfa Healthcare.

Intelerad

PACS

Intelerad will unveil the **Master Patient Index (MPI)**, a workflow catalyst that enables an organization to solve the issue of information sharing – a common problem when connecting facilities have separate patient medical record's numbering systems. Directly embedded into the reading workflow, the MPI correlates separate patient databases.

MPI automatically presents patient matches, based on selected fields and confidence level settings, directly within an Intelerad reporting wordlist and reading workflow. Radiologists can have immediate access to relevant prior images and reports from connected facilities, without waiting for assistance or confirmation from support staff.

Intelerad **InteViewer's** new image layout protocol design allows radiologists to build customized layout protocols based on multiple parameters, such as modality, body part, description and other study classifiers, and combine current and prior study data. Layouts can be presented using sequenced layout protocols to streamline reading and reporting workflow.