



PHILIPS

Ultrasound

Technology Maximizer



Stay clinically advanced, **maximize imaging investments**

Boost the clinical capability and operational performance of your Ultrasound equipment with Philips Technology Maximizer¹ for Ultrasound

Benefits

Lifetime value

Maximizer is a pillar in the total value of ownership proposition. With Maximizer the lifetime value of the system is increased.

Regular and reliable software upgrades

Philips is committed to providing their customers value in the Maximizer program. Historically we have seen 3 upgrades in 4 years. Today we are delivering annual ultrasound software upgrades.

Standardization

Sonographers can be more efficient when their workflow is the same across different systems, different rooms, different locations. Ensures the ability to share probes across departments or sites. Training time is reduced when all the systems have a consistent level of software.

Non-obsolescence

Stay protected from obsolescence, instead of buying each new system or software, access innovation on release and be first to market with innovations.

How Philips Technology Maximizer for Ultrasound works

Philips Technology Maximizer is a service offering that helps you maximize your clinical capabilities and equipment performance with a software program that helps keep the system technology state of the art for years² after installation. For a low predictable fee, it packs clinical, financial, and operational security into one package.

Peace of mind through structured upgrades

When you subscribe to the Philips Technology Maximizer program, you automatically receive updated innovations and upgrades for your system(s) as they are released.

Program Features

Upgrades included	Maintenance Contract	Technology Maximizer ¹
Mandatory safety fixes and cyber security patches	✓	✓
Software update to fix bugs	✓	✓
All other software upgrades* Including upgrades of purchased-clinical packages, operating system, Updated basic functionality	✗	✓
Keep all your current and new systems standardized at the same software level, same workflow, same image quality	✗	✓
Clinical application training for new or enhanced functionality	✗	✓

*Excluding new purchasable applications

It's like a full upgrade at half the cost

Over the course of four years, Philips typically releases three to four major upgrades. Purchase these individually and you'll pay two to three times what you would as part of the Ultrasound Technology Maximizer program. In addition, one-off purchases must be included in your annual capital expenditures instead of the operating budget. Compare the value – Ultrasound Technology Maximizer makes good sense.

Eligible Ultrasound Systems

The following Ultrasound systems are currently eligible Maximizer* subscription:

- EPIQ
- Affiniti

*Ultrasound systems and Maximizer options are subject to market availability



Terms and conditions

- Available only on eligible Philips equipment at point of sale or prior to warranty expiration
- Maximum 4-yr. Term (plus coverage during the warranty period)
- Program provides software upgrades to previously purchased applications

1) Technology Maximizer is available for selected systems in Ultrasound, MR, IGT and CT

2) Ultrasound Maximizer is sold up to a 4 year contract (plus coverage during the warranty period)

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