With the next generation of imaging, Philips is helping to position radiologists to guide the clinical process with authority and confidence, while achieving more precise care, better outcomes and lower costs. At RSNA, you will be introduced to the first digital broadband MR, the world’s first PET/MR, an integrated multi-modality workstation, an integrated approach to oncology through the first simultaneous CT and PET/CT launch, Panorama HFO Oncology Configuration, iU22 xMATRIX, iDose and SyncRight, new propositions in Ambient Experience, to name just a few.
Dear Friends,

When I joined Philips, I did it because I wanted to be a part of an organization that develops meaningful, long-term relationships with its customers. I’m here because I believe that this company gets it; in the end, it’s about real people and their needs. Remembering that inspires us every day to develop meaningful innovations that make a big difference in people’s lives.

I’m proud to say that our new product introductions at RSNA 2010 are the most outstanding that I have seen in my career. These new offerings go to the heart of what we believe: that better collaboration, enabled through advanced technology, will fuel a revolution in imaging science; one that leads to better outcomes and lower costs. We call this revolution: Imaging 2.0.

Every day, radiologists are handling larger and larger workloads, while mastering increasingly more diverse imaging technologies that move beyond the diagnostic space into therapeutics. In this next generation of imaging, Philips is enabling new levels of collaboration between radiologists and referring physicians. We’re opening up new perspectives, so you can perform procedures that are less invasive, less expensive and safer for patients. You’ll experience hybrid systems that provide impact beyond that of any single modality, and systems that build lifetime value for your investment by optimizing workflow and making it easy to upgrade to the latest advancements.

These brand-new offerings are examples of our philosophy made real, in solutions and services that meet your needs, while continuing to bring sense and simplicity to your work.

Fifteen years ago I began my career in healthcare in MR and I can tell you that the newest MR offering from Philips represents something we have never seen before in the industry. Ingenia* is the first digital broadband MR system in the world providing unparalleled image quality and radically reduced set up time. Because we want to keep you as a customer for life, the Ingenia platform is designed to provide outstanding lifetime value. Quite simply, Ingenia was designed for clarity, speed and expandability.

At the heart of Ingenia is dStream architecture. dStream’s DirectDigital RF technology digitizes the MR signal at the patient to avoid any signal loss in the MR data acquisition chain, and FlexStream workflow increases throughput and system versatility.

Ingenia delivers on our promise of the next generation in imaging. It completes five routine exams – brain, spine, knee, shoulder and liver – in 3D in less than eight minutes. In every application, digitization at the patient results in higher SNR, which combines with other Philips innovations to redefine your imaging capabilities.

As you look forward towards new possibilities, you’ll appreciate that Ingenia is designed to meet your current and future needs also for oncology imaging. The magnet’s high homogeneity, combined with the exceptional linearity of the gradient coil, makes the Ingenia ideally suited to address general diagnostics through therapy planning.

Ingenia has a large 55 cm homogeneous field of view and a 70 cm bore, which makes it easier to image obese patients. Its high geometric fidelity increases the accuracy of image fusion/registration and multi-station imaging, while the magnet’s superb homogeneity enables excellent spectroscopy, even in challenging areas like off-center assessment of liver lesions.

We promise systems that build lifetime value for your investment by optimizing workflow and making it easy to upgrade to the latest advancements, and Ingenia certainly delivers there as well. Ingenia’s dStream architecture eliminates workflow disturbances, shortening exam and processing time. And the number of channels is no longer determined by the MR system, but by the RF coil. This eliminates the need to upgrade the system to accommodate more channels.

In fact, Ingenia with digital coil management architecture was engineered from the ground up to push the boundaries of what MR can be. When you see the Ingenia, you’ll see how we’re changing expectations, and what is possible with MR.

My team and I have a lot more to show you at RSNA 2010. I hope that you will be able to experience all the new technologies we have designed to position the radiologist as the key collaborator in patient diagnosis and care.

Ingenia tells the story: clinical collaboration and integration; patient focus and safety; and improved economic value. These are the three pillars of Imaging 2.0 – a new era in imaging. Welcome to the revolution.

Gene Saraganes
Executive Vice President & GM
Imaging Systems, Philips Healthcare

* Pending 510(k), not available for sale in the U.S.A.