



PHILIPS

Image Guided Therapy

Technology Maximizer



Stay clinically advanced, **maximize imaging investments**

Boost the clinical capability and operational performance of your Image Guided Therapy equipment with Philips Technology Maximizer



Tangible Benefits

Predictable Budget	Plan a predictable budget for needed capabilities instead of multiple approvals
Stay Competitive	Access innovation upon release and be first to market with innovations
Non-obsolescence	Stay protected from obsolescence with continuous software and operating system upgrades
Capex to Opex	Avoid repeated capital investments over system lifecycle with planned operational budget.

How Philips Technology Maximizer works for Image Guided Therapy (IGT)

Technology Maximizer for Image Guided Therapy (IGT) is an optional service offered with software upgrade and hardware refresh. IGT Technology Maximizer keeps your system in state-of-the-art condition during the term of the agreement. For a reasonable predictable fee, it packs clinical, financial and operational security into one package.

Peace of mind through structured upgrades

When you participate in the Philips Technology Maximizer for Image Guided Therapy (IGT) program, innovations will be provided as upgrades for your system, and will be delivered upon release. These upgrades include:

Features and deliverables	Technology Maximizer	Technology Maximizer PRO
X-ray system software and Interventional applications A minimum of two (2) software upgrade during the term of the agreement	<ul style="list-style-type: none"> Upgrades for all previously purchased clinical applications New or enhanced clinical features Workflow and efficiency improvements All minor enhancements and performance improvements 	<ul style="list-style-type: none"> At least one (1) new interventional application of choice of the customer, either in the cardiac or vascular space
Computer Hardware and operating system Software A complete upgrade of computing hardware to the latest platform, to be delivered once during the term of the agreement	<ul style="list-style-type: none"> Operating system (i.e. Windows) upgrade to new version Up to 4 high performance servers with new hardware configuration 	
Security upgrades as released	<ul style="list-style-type: none"> Operating system patches Seamless hardware based security 	
Direct access to new options	<ul style="list-style-type: none"> Purchase new commercial options without costly pre-requisite upgrade requirements Expand your clinical capabilities 	
Education	<ul style="list-style-type: none"> Online and onsite education for upgrades 	<ul style="list-style-type: none"> Online and onsite education with live procedure guidance for new clinical application.

94%¹ of the customers indicate the importance of technology upgrades (software & hardware) to enhance the performance and value of their imaging system

Full upgrade at nearly half the cost

During the term of the agreement, Philips IGT Technology Maximizer delivers a minimum of three major upgrades (2 software, 1 hardware). Purchasing these upgrades individually could cost up to twice the cost of the IGT Technology Maximizer agreement.

Eligible IGT systems

The following IGT systems are currently eligible for IGT Technology Maximizer* Program:

- Allura Xper 8.1 Family**
- Allura Xper 8.2 Family
- Azurion 3 Family
- Azurion 7 Family

*IGT systems and Maximizer Program are subject to market availability

**Allura Xper 8.1 Family Technology Maximizer offer depends on age of the system

1) GemSeek research commissioned by Philips, N=151 (USA)



Terms and conditions

- Available only on eligible Philips equipment at point of sale or at warranty expiration
- Maximum 5-yr. term (including warranty period)
- Can be purchased along with RightFit Maintenance Service Agreement (some markets may have stand alone purchase option)

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