

Phlebology Ultrasound

This Month:

- **More performance for the real world**
- **XView™ The ultimate solution to speckle artifacts.**
- **2007 ACP Spring Symposium**



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More performance for the real world.

Under the sleek Italian design lies years of research and development in the all new and innovative MyLab™ platform from Biosound Esaote. A revolutionary breakthrough in ultrasound imaging, the MyLab™ offers up to 1024 channels of beam forming and signal processing paired with ultra-high density transducers, rendering high definition imaging for even the most discriminating eye. The MyLab™ B-Mode and Doppler sensitivity are reminiscent of all high-end systems costing four to five times as much but unlike most systems, maintains an incredibly ergonomic, intuitive and user-friendly design.

The MyLab™ platform incorporates a modular architecture that enables maximum performance at a most affordable price. Our clients have come to expect this level of performance and ease of use and Biosound Esaote met the challenge with the all new MyLab™. Offered in many configurations, the new MyLab™ rates #1 in all classes. Leading the compact console class in performance but still priced far below the Acuson X300 and Siemens G40, the MyLab™ 15 offers a full 196 channels for outstanding resolution and Doppler sen-



sitivity. The incredible MyLab™25 leads the compact portable class and packs a punch with 512 channels, Hi-Def transducers and full-digital work flow capabilities; all standard. The MyLab™25 though clearly superior in all aspects, is still priced under the Terason and Sonosite and is quoted as being "the best value in Ultrasound on the planet". Starting in May 2007, the MyLab™25 will also be available with XView™, the revolutionary speckle reduction technology from Biosound. (refer to page two for more information) For those wanting a larger console system or clinics that have multiple specialties, the new MyLab™70 is the perfect solution. The first in the MyLab™ Gold Platform, the MyLab™70 Features up to 1024 channels, XView™ speckle reduction and a Hi-Def 17" TFT monitor with XVision™. The clear leader in the large console, multi-services category, the MyLab™ 70 is still priced far below the Acuson, Philips or GE systems.



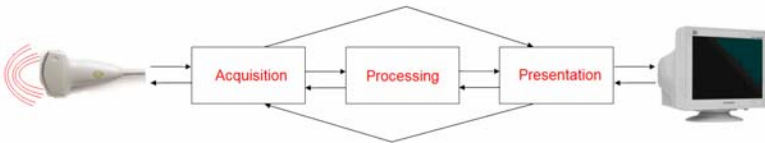
At Biosound Esaote we believe in offering the most performance for the real world, at reasonable prices. For more information on the MyLab™ systems, please do call us today at 918-770-2627 or 800-428-4374 ext. 6409

Biosound Esaote Releases XView™

XView™ is Biosound Esaote's Revolutionary Solution to Speckle Reduction. **Speckle** is a result of interference between ultrasound pulses from closely spaced reflectors. It appears as a random grainy texture that obscures anatomy in ultrasound images and is usually described as "**Noise**".

Current approaches to reduce or eliminate speckle include Resolution Enhancement, Post Processing Filtering and Temporal, Spatial and Frequency averaging..

With standard systems, speckle reduction techniques operate on only one of the three stages at a time. With **XView™** speckle reduction is applied to each stage of the image-formation simultaneously through the unique process of Adaptive Multistage Image Enhancement. In this new revolutionary platform, every stage is influenced, and subsequently influences the other stages, in order to obtain the best possible image. Moreover, **XView™** is not affected by a common problem of other speckle suppression techniques: **THE FRAME RATE REMAINS UNCHANGED!**



XView™ is a **real-time** algorithm that provides a significant decrease in speckle with a significant increase in signal-to noise ratio, without the disadvantages which affect other noise-reduction techniques.

XView™ increases contrast resolution by increasing the signal to noise ratio.

XView™ does not eliminate vital information ... "**noise**" is **removed - information is preserved and enhanced.**

XView™ opens new doors and suggests new ways of thinking about **medical ultrasound diagnostics** and **astonishing** future developments.

XView™ is now available on the **MyLab™ 25, 50 and 70 systems.**

For more information on the new MyLab™ series ultrasound systems and XView™, please contact your Biosound representative, Mark Mollenkopf, RDMS, RVT at 918-770-2627 or 800-428-4374 ext. 6409.

...Just for thought

- Would you like to get an article published for peer review or just discuss an interesting case? Let us know.

- Do you have any used equipment you would like to dispose of? List it in our consignment section at www.VenousDoppler.com

...2007 ACP Spring Symposium

We had an outstanding show and wanted to take this opportunity to thank the American College of Phlebology and staff for providing the perfect venue and curriculum. The turn out was outstanding and the workshops were perfectly organized and very productive. Thanks again!

We had many attendees at the booth that came with statements from our competitors so I would like to clarify any misunderstandings that could have been taken home from the show.

The two major things we heard were..

"You have to keep in mind Doctor, Mark is a tech and he has tweaked that system very well. It would not look as good in your office as it does here"

And.... "well, that's just the starting price. Once you're interested, he'll nickel and dime you with all the options"

Of course, neither are true. First, the MyLab is incredibly easy to use and master. We virtually clone our "tweaked" or as we like to say "Optimized" settings from our system to yours or you can create your own custom presets. If we do find improvements, we can also update your presets via e-mail.

Secondly, the MyLab does indeed present itself and is usually compared to much more expensive systems however, due to intelligent design it has become very affordable. Most physicians are actually surprised at the price.

At Biosound Esaote, you can count on superior customer service, honest pricing and NO deceptions.

Feel free to call us or visit our website dedicated to venous disease at www.VenousDoppler.com

