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# Korean startup AIRS Medical takes AI-powered MRI solutions to Australia & New Zealand

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**AIRS Medical forges strategic partnership with ParagonCare**



South Korea-based startup AIRS Medical Inc., a leading provider of artificial intelligence (AI)-powered healthcare solutions, has announced a strategic partnership agreement with ParagonCare, provider of healthcare technology, devices, software, and consumables in Australia, New Zealand, and across Asia. This partnership allows AIRS Medical to leverage ParagonCare's extensive distribution network and sales process, significantly boosting the sales of its flagship product, SwiftMR, in Australia.

SwiftMR enhances MRI image quality through advanced deep learning technology. It can reduce MRI scan times by up to 50%, while simultaneously enhancing image quality using AI-powered denoising and sharpening techniques.

US FDA-510(k)-cleared, SwiftMR is compatible with all body parts, pulse sequences, and MRI scanners of 3.0T or lower, from all manufacturers. It also improves MRI productivity without requiring changes to the conventional workflow or the purchase of new MRI scanners.

This partnership strategically positions AIRS Medical to accelerate the market entry of SwiftMR across the entire Australia and New Zealand region, utilising local sales teams and a dedicated customer support infrastructure. Currently, SwiftMR has expanded into over 15 countries, accumulated over 1.1 million processed exams in more than 300 institutions.

In 2024, Australia-based medtech firm ParagonCare plans to intensify its focus on the AI sector, presenting a significant challenge to the healthcare AI market through its collaboration with AIRS Medical.