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ASIA EDITION

PENTAX Medical and MAGENTIQ EYE expand global partnership to advance AI-assisted colonoscopy

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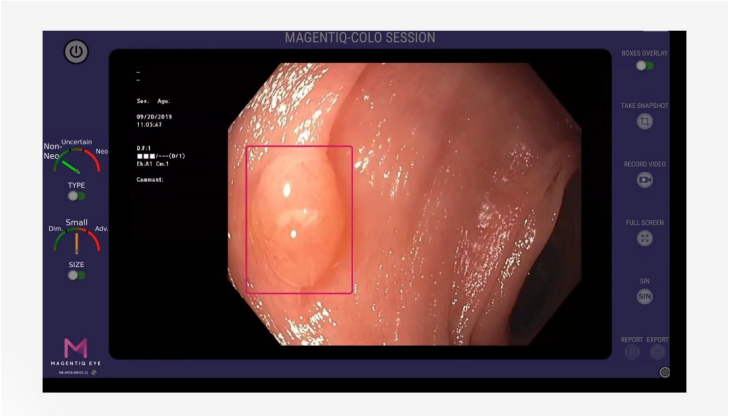
Expanding access to AI-assisted colonoscopy across USA, EMEA, JAPAC and LATAM



Japan-based PENTAX Medical, a HOYA Group company, has announced the expansion of its partnership with MAGENTIQ EYE, extending an agreement that initially covered the United States to include EMEA, JAPAC and LATAM, further advancing access to AI-enabled endoscopy worldwide.

Under the expanded agreement, MAGENTIQ-COLO™ will be integrated into PENTAX Medical's INSPIRA™ EPK-i8020c Video Processor and PENTAX Medical's IMAGINA™ EPK-i5500c Video Processor.

PENTAX Medical will market, distribute and support the integrated AI solution across the United States, EMEA, JAPAC and LATAM, expanding access to clinically validated AI-assisted colonoscopy across these markets, supporting endoscopists in delivering high-quality care across those markets.

PENTAX Medical's INSPIRA™ and IMAGINA™ combine advanced imaging performance with high-quality visualisation across a broad range of endoscopic procedures. By integrating MAGENTIQ-COLO™, physicians can combine advanced endoscopic imaging with a clinically validated AI solution for real-time polyp detection, together with additional AI capabilities for diagnostics, procedural quality support, and a seamless workflow designed to help deliver more consistent, high-quality colonoscopy in everyday clinical practice

MAGENTIQ-COLO™'s performance has been validated in a large multicenter randomided clinical trial published in The Lancet Digital Health, demonstrating a 26% relative increase in adenoma detection rate (ADR) and a 48% relative decrease in adenoma miss rate (AMR) compared with standard colonoscopy.