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Samsung Medison launches first premium ultrasound system in Australia

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Singapore: Korea-based medical devices company Samsung Medison has announced showcasing of two new ultrasound systems including the UGEO WS80A, the first premium ultrasound device for OB/GYN at the 23rd ISUOG (International Society of Ultrasound in Obstetrics and Gynecology) World Congress, being held at the Sydney Convention and Exhibition Centre, Australia, from October 6 - 9, 2013.

The UGEO WS80A combines Samsung's latest innovations in display to deliver fast and accurate diagnoses in women's health. Key features include a 21.5" wide LED screen with 10.1" touch panel, FRV + Inversion Mode - for faster realization of FRV (Feto Realistic View) that displays life-like detail of anatomic structures, 5D NT - which enables realistic visualization of NT images that help detect Down syndrome, 5D Cine - that provides images that can be viewed on 3D TV for healthcare practitioners to acquire new clinical value through more accurate diagnoses of lesions and blood vessels.

Samsung is also showcasing the new high-end hand held UGEO HM70A at the exhibition center. The device can be deployed across a number of fields including OB/GYN, Radiology and Cardiology. Both products will be available in Korea, Australia as well as other countries in Europe and South East Asia beginning this month, with a launch in the US and Japan to follow in the beginning of next year.

"We look forward to seeing what the UGEO WS80A will bring to the market following a successful launch at ISUOG 2013 World Congress. As the first premium device, the UGEO WS80A represents the latest ultrasound innovation and leading IT technologies of Samsung," said Soo-in Cho, CEO of Samsung Medison. "Samsung will continue to put its best efforts towards developing medical devices that deliver true-to-life images and features that provide faster diagnosis," Soo-in Cho added.