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Japan-headquartered Toshiba Medical Systems Corporation (TMSC) has announced that it will exhibit its latest diagnostic imaging systems at Arab Health 2016, the world's largest exhibition of medical equipment, which will be held at the Dubai International Convention & Exhibition Centre from January 25 to 28, 2016. TMSC will showcase essential products and technologies to realize 'Early Detection, Early Diagnosis'.

Currently, more than 30% of people in the GCC countries, including the UAE, are classed as obese. Lifestyle diseases, such as obesity, high blood pressure and diabetes, can lead to serious complications, including heart attacks, stroke and cancer. In fact, cardiovascular diseases are the major cause of death in the region. These factors are driving concerns to improve medical care.

"Our advanced technologies in medical diagnostic imaging systems ease patient stress by achieving faster examination times with the lowest possible doses," said Chikao Kamijima, Vice President of TMSC for marketing and sales. "They can support healthcare providers in the GCC in promoting medical check-ups that ensure the early detection and diagnosis of diseases, minimizing their severity."

At Arab Health, TMSC's line-up of diagnostic imaging systems will include the world's leading computer tomography (CT) system, Aquilion ONE, which allows physicians to see not only a three-dimensional depiction of an organ, but also its blood flow and function. Unlike any other CT system, it can scan a complete organ-the heart, brain or other internal organs-in one rotation, as it covers 16cm of anatomy with high resolution 0.5mm detector elements. This reduces examination time, as well as radiation and contrast doses, and supports dramatically more accurate diagnoses because the organ or area scanned is captured in a single moment in time, eliminating the need to reconstruct slices from multiple consecutively recorded time points.

"Based on our long history in medical diagnostic imaging systems, and top market shares in Japan, TMSC can provide physicians with cutting edge equipment that allows them to diagnose diseases earlier and improve outcomes for their

patients," added Kamijima. "I believe we have great potential in the Middle East with our wide range of leading technology products."

At Arab Health exhibition, Aquilion ONE CT system and other diagnostic imaging systems such as Vantage Elan MRI system will be exhibited.