

## TOSHIBA Canada Opens New Medical Systems Training Facility in Markham



*The opening ceremony was attended by Bob Eastick, VP and GM of TOSHIBA Medical Systems Division, Olivier Poitier, Business and Product Manager XR/VL, and Markham Mayor, Frank Scarpitti.*

TOSHIBA of Canada has opened a new Medical Systems Training Centre showcasing its leading-edge Infinix-i interventional imaging system, equipment that's used for minimally invasive procedures. Located at its new Markham, Ont. headquarters, just north of Toronto, the facility will be visited by interventional physicians, technologists and other healthcare professionals from across the country.

"They can come here to test drive the system," said Bob Eastick (pictured on left), Vice President and GM of TOSHIBA Medical Systems Division. By visiting the training centre, he added, healthcare professionals will have the time and support to learn about the technology and its various features.

The centre will give physicians and others the opportunity to see how the Infinix-i works when their hospitals are thinking of acquiring it. They can also visit to learn about new features and upgrades.

TOSHIBA expects to host a large number of visitors from healthcare organizations across Canada. Minimally invasive intervention is growing in importance, as it results in shorter hospital stays for patients, along with less pain, lower rates of infection, and better medical outcomes than

traditional surgical procedures.

The latest Infinix-i platform received Health Canada approval in August, as did the company's X-Ray Dose Tracking System "DTS."

Olivier Poitier (pictured on right), Business and Product Manager XR/VL, demonstrated the Infinix-i for a group of visitors who included Frank Scarpitti (pictured in centre), the Mayor of Markham. The Infinix-i, Poitier noted, has a C-arm that can swivel fully around the patient. It can also move along the patient on the table, imaging the whole body.

"It moves along the table, with two metres of coverage," said Poitier. "This head-to-toe coverage without the need to move the patient is unique."

These features are important, said Poitier, because they offer hospitals the ability to perform diagnostic

and interventional procedures without moving the patient. That is critical for patient safety and high-quality outcomes. Using the Infinix-i, the C-arm moves, not the patient.

As well, the system is capable of performing a wide range of procedures. "You can carry out brain aneurysm procedures, or work below the knee on the blood vessels of diabetics – all without moving the table," said Poitier. Lines and pacemaker wires can also be inserted into the heart more safely by using the image-guided Infinix-i. The system moves smoothly, with images displayed on large screens beside the table.

Poitier observed that TOSHIBA has installed 45 Infinix-i systems of various vintages, across Canada. The company has recently obtained three contracts for the new model from hospitals in Moncton, N.B., Guelph, Ont., and Victoria, B.C.

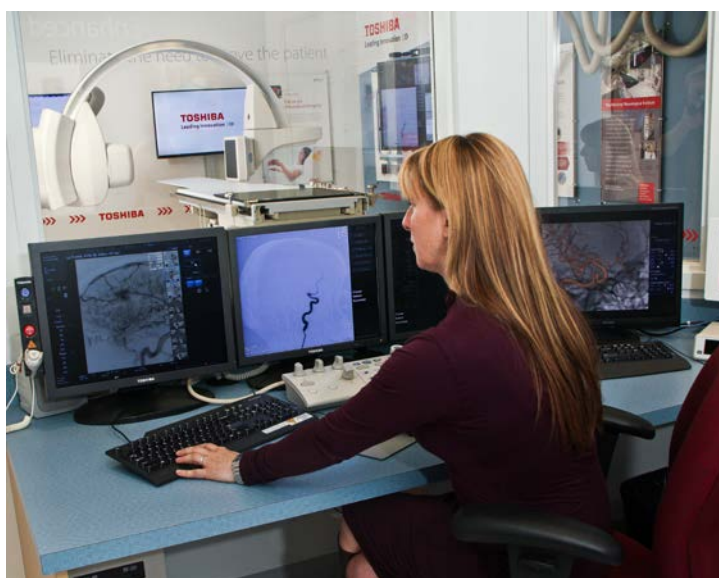
He said TOSHIBA has 18% of the installed base of interventional systems for radiology and cardiology. He estimates that the new Infinix-i will advance TOSHIBA's market share in the near term due to its popularity.

Depending on the configuration, the Infinix-i sells for in excess of one million dollars.

In addition to cardiology, vascular work and neurology, EVAR (Endovascular Aortic Repair), oncology and pediatrics are growing areas of clinical application.

In his comments, Mayor Scarpitti thanked TOSHIBA for establishing its headquarters and training centre in Markham, a city that is home to more than 900 high-tech and life sciences companies. "We're Canada's high-tech capital," he said.

Mayor Scarpitti observed that TOSHIBA will be bringing medical professionals for education and training from across Canada and as such, will be contributing to the excellence of the Canadian



*The new training centre incorporates TOSHIBA's Infinix-i cardiovascular imaging technology to facilitate technical presentations, demonstrations, clinical and technical support and training.*

healthcare system. He acknowledged the importance of technologies like IR and the Infinix-i platform.

"Everyone has been touched by illness, or knows someone who has been ill and has needed the help of physicians using equipment like this," said Scarpitti. "And as much as I love your TVs, I love this [the Infinix-i] even more."

For his part, Eastick moved to Canada from the TOSHIBA European headquarters in the Netherlands, while Poitier is here from France. Eastick said the new training centre "is a dream we've had ever since Olivier and I moved here from Europe." He observed that TOSHIBA operates a highly successful training centre in the Netherlands, as well as centres in California and Japan.

The new facility in Markham required a significant investment, Eastick said, and is expected to have a major impact in Canada.

TOSHIBA Medical Systems Corporation is a worldwide provider of medical diagnostic imaging systems and comprehensive medical solutions, such as CT, X-ray and vascular, ultrasound, nuclear medicine and MRI systems, as well as information systems for medical institutions. The new medical systems training facility is in line with TOSHIBA's commitment to putting customers first by providing the industry's best service, support and training throughout the life of its technology.

TOSHIBA Medical Systems is a subsidiary of TOSHIBA Corporation, a Fortune 500 company, with global involvement in advanced electronic and electrical products. TOSHIBA has five strategic business domains: Energy and Infrastructure, Community Solutions, Healthcare Systems and Services, Electronic Devices and Components, and Lifestyles Products & Services. Applying the Basic Commitment of the TOSHIBA Group which is "Committed to People, Committed to the Future," TOSHIBA promotes "Growth Through Creativity and Innovation".



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