BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

Samsung forays into medtech market in India

June 11, 2013 | News | By BioSpectrum Bureau



Samsung India strengthened its presence in the health and medical equipment business in the country by launching digital radiology and in-vitro diagnostics equipment and technologies under the Geo brand in the country. The Geo brand includes Xgeo for digital radiography, Ugeo for ultrasound diagnostic system and Labgeo for in-vitro diagnostics.

"We are leveraging our strengths in technology and, research and development (R&D) to offer medical products that offer fast, easy and accurate diagnosis to both doctors and patients. We are focusing on time engineering that enhances the efficiency of all products being used in hospitals and clinics. By upholding customer values as its top priority, Samsung will continue to develop products which will improve the quality of people's lives through its advanced technologies and contribute to the growth of the global medical equipment industry" said Mr Dinesh Lodha, vice president, health & medical equipment business at Samsung Electronics.

Targeting all digital radiography market segments, Samsung has launched three machines, the Xgeo GC80, Xgeo GU60 and the Xgeo GR40. The digital radiography machines are incorporated with the ultra-sensitive flat panel detector with the proprietary ALDAS (Advanced Low Dose Amorphous Silicon Sensor) technology. ALDAS improves patient safety and the reliability of the diagnosis by acquiring high-resolution images with a very small amount of radiation. While, the Xgeo GC80 has smart stitching function that automatically connects several images together without lines or overlapping regions to show an intact body part image that is bigger than the total area of the flat panel detector, the Xgeo GU60, which has an ergonomic design, has flexible universal arm that can easily scan in a small space. Compact and light weight, the Xgeo GR40 improves diagnosis efficiency while the ALDAS guarantees low doses of x-ray exposure and premium imaging quality.

For in-vitro diagnostics, Samsung's new devices enable fast and accurate diagnosis. Samsung Labgeo PT10 not only provides fast diagnosis with test results in just 7 minutes, but can also perform the test using a small amount of blood (under 70 Ã?Å½Ã?Â¼L). The Labgeo PT10 is capable of testing for up to 22 different indicators of illness related to liver, lipid, and kidney diseases, and diabetes through the blood analyzer feature. Meanwhile, Samsung Labgeo IB10 provides outstanding portability, as it has an option of being used as a battery-powered device. Light and compact too, the diagnosis equipment can perform a maximum of 3 tests in 20 minutes, and be used in moving ambulances and emergencies.