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Japan's HOYA Group to distribute AI-assisted lesion detection device in US

May 18, 2024 | News

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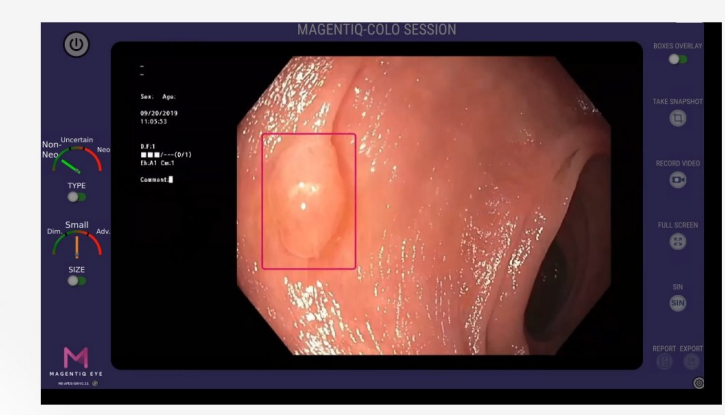

HOYA Group Company, PENTAX of America, Inc. (PENTAX Medical, a division of HOYA Group) and MAGENTIQ-EYE , an artificial intelligence (AI)-based medical device company, have announced their intention to form a partnership in the field of AI in Gastroenterology and to examine further collaboration and strategic partnerships.

Pending field trials and customer demonstrations to be conducted over the next several months, the companies expect to formalise an agreement as a first step in this partnership, by which PENTAX Medical will distribute the MAGENTIQ-COLO AI-assisted lesion detection device in the US beginning October 1st, 2024.

MAGENTIQ-COLO is a cutting-edge system for the detection of gastrointestinal lesions in colonoscopies. Successfully validated in an international multicenter, randomised, controlled trial (RCT) with 950 enrolled patients at 10 hospitals in Europe, United States and Israel, its outstanding diagnostic capabilities are setting new standards in endoscopic AI.

"Partnering with PENTAX Medical is an important milestone for us, as it opens new opportunities to introduce our game changing product to the US market, benefiting doctors and their patients and saving more lives", saysDror Zur, Founder & CEO of MAGENTIQ-EYE.