

Korea's MediThinQ enters China for deploying wearable surgical displays in operating theatres

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MediThinQ, the South Korean startup specialising in wearable extended reality (XR) surgical displays, has announced a strategic partnership with Sinopharm, a state-owned Chinese healthcare giant and the largest pharmaceutical and medical distribution company in China.

This partnership – which includes an exclusive distribution agreement for MediThinQ's flagship product, Scopeye, in China – marks MediThinQ's entry into one of the world's largest healthcare markets.

Through Sinopharm's extensive network, Scopeye will be available in major hospitals across China, revolutionising how surgeons access critical information during live surgeries.

MediThinQ's XR solutions are the world's first developed specifically for medical use in live surgery. They deliver real-time, high-definition visualisation by bringing images and information from multiple displays directly to the surgeon's eyes, enhancing focus and precision during procedures.

With regulatory approvals in US, Europe, and South Korea, and over 10,000 tests and live demonstrations across hospitals in all major markets, the technology is redefining modern surgical practices.

A major milestone in MediThinQ's global commercialisation was achieved through an exclusive distribution agreement with a leading global medtech company, first in the US and later in Europe. Building on this momentum, the partnership with Sinopharm fills the final major gap in its global footprint by accelerating adoption in China's vast healthcare system.