

Fujifilm leverages on 3D breast imaging technology

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Fujifilm enters women's health market with 3D breast imaging technology



Singapore: Fujifilm Medical Systems is entering women's health market with 3D breast imaging technology that provides a direct visual representation of the volumetric structure of the breast. The technology also received the 2012 Global X-Ray Mammography Technology Award from Frost & Sullivan this year.

"The early and accurate detection of breast cancer involves technologies that are still evolving. Certainly one of the most promising advancements is 3D digital mammography, and that's where Fujifilm is concentrating much of its effort," says Mr David Hotchkiss, director of marketing, Women's Health at Fujifilm. "Think of the increase in diagnostic confidence radiologists will have when 3D digital breast imaging is commonplace. It has the potential to significantly improve the accuracy of breast cancer screening while also reducing the screening recall rates. That's what our recognition by Frost & Sullivan clearly suggests."

Fujifilm's 3D digital solution is undergoing clinical trials at Emory University in Atlanta, GA; Elizabeth Wende Breast Care at Rochester, NY; and Scottsdale Medical Imaging at Scottsdale, AZ, in the US. In addition, 3D digital mammography is CE marked and MDD approved in EU and is already installed around the world in 10 countries.