

Innovation and value

The US headquarters of the ultrasound design business of China-based Edan Instruments, Edan Medical offers high-end technology at a lower price point than other premium ultrasound brands on the market. The company has assembled a team of seasoned ultrasound professionals, led by Sean Murphy, PhD, Edan Medical's CEO. Dr. Murphy highlights the Acclarix LX8 system, the company's second product to leverage contributions between Silicon Valley and Shenzhen, China. The first Edan Medical product, the Acclarix AX8 Compact Ultrasound System, was introduced earlier this year for point-of-care applications at the annual ANESTHESIOLOGY™ 2014 meeting in New Orleans. "The Acclarix product family has been engineered to combine premier image quality with meaningful design innovations that results in significantly improved ultrasound performance at very affordable price points."

Publicly listed on the Shenzhen Stock Exchange, Edan Instruments designs and manufactures medical devices to international quality standards in five different categories. The company was established in 1995, and has grown exponentially since it opened its doors to overseas markets in 2002. Today, Edan's CBS series TCD, M9 Patient Monitors, Fetal Monitors and Fetal Dopplers are the first choice for the majority of Chinese

hospitals. The company has 20 offices in China and a solid distribution network covering than 130 countries worldwide.

Dr. Murphy explains that Edan has been selling ultrasound devices for years, but at an entry level, mostly to emerging markets. The establishment of a US subsidiary in 2012 underpinned their intention to expand into the higher end segment of the market. "They didn't

have the resources to develop these high end systems in China so they approached me to recruit a team in the US." The Edan Medical team he has assembled around him has decades of experience in the premium ultrasound market, he adds. This, combined with parent company Edan Instruments' manufacturing strength in China, should result in a family of competitively priced, high quality ultrasound devices.

The first two Acclarix systems were introduced earlier this year: the Acclarix™ AX8 Compact Ultrasound System for use in point-of-care applications was introduced at the prestigious ANESTHESIOLOGY™ 2014 annual meeting, and the Acclarix™ LX8 Ultrasound System for use in general radiology and point-of-care applications at the MEDICA® 2014 World Forum for Medicine, in Germany. "Edan Instruments is well known in the industry but these new devices show a whole new side to the company; people were pleasantly surprised," says Mr. Murphy. The attractive design of the Acclarix AX8, which essentially is a laptop system, attracted the interest from people all over the world at Medica, he adds. "Particularly from regions such as the Middle East where compact ultrasound isn't that common yet." Interesting in that regard is that emergency medicine, anaesthesiology, critical care medicine and MSK [musculoskeletal] were largely responsible for the growth of the ultrasound market until five to seven years ago, the emerging markets are driving it now with the arrival and penetration of portable systems. In other words, it's a good time for Edan Medical to introduce a competitively priced compact ultrasound system. The



The Acclarix LX8 Ultrasound System combines outstanding image quality and streamlined workflow for both point-of-care and general imaging applications.

design of the LX8 is more utilitarian, in Dr. Murphy's view. "It's designed to be robust, offering high quality at a low cost." In a statement, Edan Medical emphasises that the high fidelity, high channel-count architecture of the Acclarix LX8 system provides tremendous computing power that enables exceptional image quality and colour Doppler sensitivity. Standard features such as tissue-adaptive imaging continuously and automatically optimises the image to facilitate identification of tissue boundaries.

Dr. Murphy points out that for both the LX8 and AX8 system, Edan Medical has paid particular attention to workflow aspects and the user interface. In the AX8, a host of design features streamline daily operation in point-of-care environments, and include a tilt-and-swivel monitor, extended battery life, a completely sealed control panel, needle visualisation technology and application-



Physicians stop by the Edan booth at ANESTHESIOLOGY 2014 in New Orleans to view the new Acclarix AX8 system.

specific exam and imaging presets. A new generation of six fully optimized transducers covers the range of point-of-care applications including anaesthesia, musculoskeletal, rheumatology, interventional radiology, emergency medicine, critical care and surgery. Design features of the LX8 include a touch screen user interface, tilt-and-swivel monitor, motorised 20-cm console height adjustment, needle visualisation technology, and application-specific exam presets.

The Acclarix LX8 and AX8 ultrasound systems require regulatory clearance, and are not yet commercially available. Dr. Murphy expects clearance both in the US and Europe in the second quarter of 2015; this would also enable Edan Medical to sell the systems in other parts of the world. His priority now is to continue Edan Medical's branding campaign; in other words, he needs to spread the word about Edan adding high-end systems to its ultrasound portfolio. Product development also is on-going, he says. "We have now introduced our first products but the plan is to add more devices to the Acclarix family, at different price points."



The Acclarix AX8 Compact Ultrasound System houses the power of a larger system in a sleek laptop design.



EDAN
A world of potential

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