# PRESS RELEASE

**Olympus launches new ultrasound processor EU-ME2 at UEG Week**

## The next generation of endoscopic ultrasound

**Hamburg, October 14, 2013 – At this year's United European Gastroenterology Week (UEG Week) in Berlin from 12 to 16 of October, technology leader Olympus presents its new ultrasound processor EU-ME2. Its optimized high-resolution images facilitate the detection and diagnosis of tumors during gastroscopy and bronchoscopy. The quality of the B-mode ultrasound image of the EU-ME2 has greatly improved compared to its predecessor. Furthermore, the processor provides additional functions, such as Tissue Harmonic Echo (THE), Contrast Harmonic Echo (CH-EUS) and Elastography. These serve as a crucial basis for both a precise EUS procedure and a reliable diagnosis. The Olympus universal processor EU-ME2 is available in three versions with different functions ranges arriving onto the market October 14, 2013.**

Like its predecessor EU-ME2 has been developed especially for endoscopic ultrasound. The new generation of processors fully meets the highest medical requirements with regard to image quality and performance and its extended functions offer new possibilities for various diagnostic and therapeutic applications. The high quality processor is both compact and fully compatible with all current Olympus endoscopes as well as miniature probes and can be obtained as Standard, Premier and Premier Plus version. The Premier as well as the Premier Plus model are equipped with additional ultrasound technologies apart from the significantly improved B-mode and the standard functions.

**Contrast Harmonic Echo (CH-EUS)**

The CH-EUS mode displays an even more differentiated image of the respective tissue and the blood flow by injecting a contrast medium. This shall allow more precise diagnosis of tumors and other abnormal growths.

Recently, CH-EUS was also co-opted into the recommendations of the European Federation of Societies for Ultrasound in Medicine and Biology (EFSUMB).

**Elastography**

Sonoelastography displays differences in tissue elasticity in the body on a relative scale. This advanced form of ultrasound aims to aid the distinction between benign and malignant changes of tissue and may help to classify tumors. It evaluates endogenous mechanical impulses such as the deformation caused by the compression or vibrations generated by the heartbeat or vascular pulsations when pressing the transducer softly against the tissue layer. As tumors are usually harder and less elastic than healthy tissue, thus anomalies can be analyzed.

**Tissue Harmonic Echo (THE)**

An important additional function is THE. The harmonic imaging mode improves the signal-to noise ratio, reduces artifacts and enhances the precise depiction of tissue boundaries.

**High Resolution Flow (H-Flow)**

Especially useful for imaging small vessels is the H-Flow mode. It can facilitate more precise maneuvering of the instruments during fine-needle aspiration (FNA) and sonographic transbronchial needle aspiration (EBUS-TBNA) by making it potentially less difficult to avoid vessels.

**Pulse Wave Doppler (PWD) und FLOW Mode**

The PWD and the FLOW mode provide fundamental information about the area to be examined, such as blood flow velocities and quantity of blood.

**Comprehensive Portfolio**

Offering a significantly improved image reproduction and enhanced functions the new Olympus EU-ME2 reaches a high standard in the field of endoscopic ultrasound processors. For EUS applications the EU-ME2 joins the ranks of the high quality processor range, also including the Hitachi/Aloka prosound F75 and prosound *α7* distributed by Olympus - which beside endoscopc ultrasound, also offer the possibility to attach abdominal probes. Therefore

Olympus offers a high quality and comprehensive product portfolio that fulfills the different needs in sonography.

Infographic about the most important functions of the three EU-ME2 versions available

| Function | Method | Version |
|---|---|---|
| B-Mode | Optimized image reproduction for EUS. | Standard, Premier, Premier Plus |
| Tissue Harmonic Echo (THE) | Image depiction uses harmonics, that are sent back by the tissue. | Premier, Premier Plus |
| FLOW Mode & Pulse Wave Doppler (PWD) | Provides information about the blood flow while PWD provides the analysis of a specific location. | Standard, Premier, Premier Plus |
| Contrast Harmonic Echo (CH-EUS) | Using technology designed to depict higher harmonics; this mode is expected to offer enhanced sensitivity to tumors and other abnormal growths. | Premier, Premier Plus |
| Elastography | Displays the relative stiffness of tissues by evaluating endogenous mechanical impulses such as heartbeat or vascular pulsations. | Premier Plus |
| High Resolution Flow | Useful for imaging small vessels and facilitates more precise maneuvering of the instruments during FNA) and EBUS-TBNA. | Standard, Premier, Premier Plus |
| Movie Recording | Video recording of the examination on the internal memory | Premier, Premier Plus |

About Olympus:

Olympus is one of the world's leading manufacturers of innovative optical and digital equipment such as endoscopes and microscopes for medical, scientific and industrial use as well as cameras and voice recorders. Founded in Japan in 1919, Olympus stands for pioneering spirit and innovation for more than 90 years. Worldwide, the company employs a total of some 33,000 people, 4,700 of these in Europe. 38 European subsidiary companies are united in the Olympus Europa SE & Co. KG with its head office located in Hamburg, Germany. The Olympus Europe Group posted a turnover of EUR 1,413 billion in the financial year 2012-2013.

For more information visit www.olympus-europa.com/medical

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