

Healthcare Sector Imaging & IT Division

Frost & Sullivan Honors Siemens for MR Market Leadership

Ultra-short, open-bore technology leads the way in the company's MR innovations

Malvern, Pa., April 2, 2008 – Citing the company's dominance in the market and its introduction of ultra-short, open-bore magnetic resonance (MR) imaging scanners as the new standard of care within MRI, global market analyst Frost & Sullivan has honored Siemens Healthcare (www.usa.siemens.com/healthcare) with the 2009 North American Magnetic Resonance Imaging Scanners Market Leadership Award.

According to Frost & Sullivan, Siemens has earned wide recognition among the MRI community as a company that delivers second-to-none technology and highly regarded customer support services. The huge success of its ultra-short, open-bore scanners and the ability to deliver actionable results to customers that lead to workflow and business improvement have powered Siemens to the number one spot in the MRI industry.

"The introduction of Siemens' ultra-short, open-bore MRI technologies represents one of the latest imaging solutions to emerge and dominate the market in terms of performance and clinical value," said Frost & Sullivan Industry Analyst Travis Chong. "Overall, the company continues to advance the field of MRI with the delivery of advanced MRI technologies that improve clinical workflow, reduce operational costs and enhance the patient experience."

Siemens' open-bore and ultra-short MRI scanners has demonstrated the ability to deliver high-quality, high-field diagnostic scans, while enhancing patient comfort, increasing image quality, and opening the door to new applications. Siemens' MR scanners are designed to help reduce a patient's anxiety and discomfort, enabling clinicians to expand care to otherwise hard-to-image patients, such as patients challenged because of pain and mobility, the elderly, as well as bariatric and claustrophobic patients

The value of Siemens' MRI technologies becomes evident as imaging providers encounter significant rises in bariatric and geriatric patient populations. Having the advantage of operating a scanner with a 550-pound table-weight capacity, a provider can literally open up and serve all patient populations, thereby increasing the potential referral base and introducing new channels for revenue. In addition, Siemens' delivers the shortest bore in the industry, which translates to improved patient comfort and a better imaging experience overall. These factors, coupled with the power and robustness of Siemens exclusive Tim (total imaging matrix) technology, redefines boundaries in terms of resolution, reproducibility, and range of clinical applications one can achieve.

Siemens continues to demonstrate success in carrying on its heritage of technological innovation with its continual advancement of MRI technologies. In 2004, Siemens introduced the MAGNETOM® Espree, the world's first 1.5 Tesla (T) Open Bore MRI. The MAGNETOM Espree provides an expanded 70-cm bore diameter and the shortest magnet length in the industry (125 cm). In 2007, Siemens introduced the MAGNETOM Verio, which is the first system to combine 3T field strength and a 70-cm Open Bore. Also in 2007, Siemens anticipated the market needs for an economical MRI system and introduced the MAGNETOM ESSENZA to the marketplace. The MAGNETOM ESSENZA is the most affordable, all-new MRI system, which also provides reduced installation and operational costs along with the latest technology. All three systems provide the benefits of Siemens exclusive Tim technology, which makes patient and coil repositioning virtually unnecessary for increased workflow.

"Siemens ability to deliver technologies that address today's clinical needs, improve efficiencies and help provide medical care to more patients is the cornerstone of our business," said Jeffrey Bundy, vice president, Magnetic Resonance, Siemens Healthcare. "By focusing on the needs of our customers we are able to anticipate the needs of the market.

The Frost & Sullivan Award for Market Leadership is presented to the company that exhibits market share leadership through the implementation of market strategy. The recipient must display excellence in all areas of the market leadership process, including the identification of market challenges, drivers and restraints, as well as strategy development and methods of addressing these market dynamics. The Award recipient continually demonstrates solutions for monitoring market changes and for implementing superior market strategies. By utilizing these strategies for success, the company establishes itself as the market share leader in its respective industry.

The recipients were honored at the 2009 Excellence in Medical Technologies & Life Sciences Awards Banquet in San Francisco on March 18.

The **Siemens Healthcare Sector** is one of the world's largest suppliers to the healthcare industry. The company is a renowned medical solutions provider with core competence and innovative strength in diagnostic and therapeutic technologies as well as in knowledge engineering, including information technology and system integration. With its laboratory diagnostics acquisitions, Siemens Healthcare is the first integrated healthcare company, bringing together imaging and lab diagnostics, therapy, and healthcare information technology solutions, supplemented by consulting and support services. Siemens Healthcare delivers solutions across the entire continuum of care – from prevention and early detection, to diagnosis, therapy and care. Additionally, Siemens Healthcare is the global market leader in innovative hearing instruments. The company employs around 49,000 people worldwide and operates in 130 countries. In the fiscal year 2008 (Sept. 30), Siemens Healthcare reported sales of €11.2 billion, orders of €11.8 billion, and Sector profit of €1.2 billion. Further information can be found by visiting <http://www.siemens.com/healthcare>.