

### Healthcare Sector Imaging & IT Division

#### Siemens Healthcare unveils *syngo.plaza* at RSNA 2009

New agile PACS solution designed to enhance clinical image reading and streamline workflow.

**Chicago, Ill., Nov. 28, 2009 – Welcome to *syngo*<sup>®</sup>.plaza<sup>1</sup>, the new agile PACS solution for the clinical routine from Siemens Healthcare. As the first Picture Archiving and Communications System (PACS) from Siemens where 2D, 3D, and 4D reading come together in one place, *syngo.plaza* is poised to change the way multimodality images are read today. Siemens is unveiling this innovation at the 95th Scientific Assembly and Annual Meeting of the Radiological Society of North America (RSNA) from November 29 to December 3 at McCormick Place (Booth #825, East Building/Lakeside Center, Hall D) in Chicago.**

“Customer-focused innovation runs in our veins here at Siemens, and *syngo.plaza* is a true example of that,” said Arthur Kaindl, CEO, Image and Knowledge Management, Siemens Healthcare. “For the first time, we are now offering fast and accurate multimodality reading on one single workplace, with one intuitive user interface. And we are helping to protect our customers’ investment, as already existing hardware components can be leveraged.”

#### Prepared Reading

Once an image is obtained, *syngo.plaza* automatically identifies the type based on the scanner that was used and then, in line with the case complexity, calls up the corresponding 2D, 3D, or 4D applications. Through no-click integration to *syngo*<sup>®</sup>.via<sup>2</sup>, Siemens’ new imaging software, users can access the appropriate *syngo.via* applications directly through *syngo.plaza*. Combined with a unified user-interface, this allows for a smooth transition between different applications and helps speed up the reading workflow.

With its wide application range, *syngo.plaza* even helps users master complex multimodality cases through access to *syngo.via* and *syngo* Multimodality Workplace applications. And, with its Patient Jacket functionality, *syngo.plaza* makes it easy to view patient history at a glance – including prior exams, reports, and Digital Imaging and Communications in Medicine (DICOM) presentation states.

## Personalized Workplace

In addition to its one-of-a-kind prepared reading capabilities, *syngo.plaza* also offers two viewing modes for users. The first is a pre-configured intuitive interface. The second is a customizable option that allows users to define and use the layouts they prefer. This role-based view helps streamline the reading workflow and helps eliminate time wasted adjusting to strictly one-size-fits-all PACS technologies. In addition, the time-saving SmartSelect<sup>3</sup> tool enables users to access their most frequently used functions directly in the diagnostic screen without taking their eyes off the images. Plus, *syngo.plaza*'s innovative system architecture allows clinicians to access the software within their facility or remotely<sup>4</sup>.

## Secured Investment

Finally, *syngo.plaza* helps to protect customers' investment by offering users the ability to leverage their existing hardware components, functionality, and storage configurations. The system supports the IT components that fit users' needs and that offer an optimized price-performance ratio. In addition, users can easily adapt to changes in their own environment, enabling their PACS to grow in-line with their needs and budget – and with continuous technical innovations that keep them a step ahead. Furthermore, scalable storage allows *syngo.plaza* to adjust its shape to users' requirements – offering multiple solutions ranging from dedicated to shared storage, from single to multiple archives, and from a single workplace to an enterprise PACS, all without compromising performance.

The **Siemens Healthcare Sector** is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, medical information technology and hearing aids. Siemens is the only company to offer customers products and solutions for the entire range of patient care from a single source – from prevention and early detection to diagnosis, and on to treatment and aftercare. By optimizing clinical workflows for the most common diseases, Siemens also makes healthcare faster, better and more cost-effective. Siemens Healthcare employs some 49,000 employees worldwide and operates in over 130 countries. In fiscal year 2008 (to September 30), the Sector posted revenue of 11.2 billion euros and profit of 1.2 billion euros. For further information please visit:

[www.siemens.com/healthcare](http://www.siemens.com/healthcare).

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<sup>1</sup> The information about *syngo.plaza* is being provided for planning purposes. The product is pending 510(k) review, and is not yet commercially available.

<sup>2</sup> *syngo.via* can be used as a standalone device or together with a variety of *syngo.via*-based software options, which are medical devices in their own rights.

<sup>3</sup> Results may vary. Data on file, regarding time savings.

<sup>4</sup> Prerequisites include: Internet connection to clinical network, DICOM compliance, meeting of minimum hardware requirements, and adherence to local data security regulations