



**2008 European Medical Imaging  
Entrepreneurial Company of the Year Award**



*“We accelerate growth”*

## 2008 European Medical Imaging Entrepreneurial Company of the Year Award

### Award Description

Frost & Sullivan's Entrepreneurial Company of the Year Award is given to a small, emerging technology company with a vision that has enabled it to nurture the development of a key technology, and also allowed it to grow despite the inherent odds confronting small companies. This award signifies recognition of the company's identification of a unique or bold product or service solution with significant market potential, and then successfully meeting the challenges that are associated with bringing it to market.

### Research Methodology

To choose the award recipient, Frost & Sullivan's analyst team tracks technology and market developments with a set of predetermined qualitative and quantitative measurements. The selection process includes primary participant interviews and/or interviews with end users, distributors and suppliers, as well as extensive primary and secondary research via the bottom-up approach. In order to select the award recipient, the analyst team quantifies several measurements for each entrepreneurial company--paying close attention to the success of the combined operation--and benchmarks these participants against their competitors to arrive at a final ranking. This also involves benchmarking the award recipient's strategy for growth against established players' strategies. The analysts then choose the best performing, most innovative, high growth potential company for the entrepreneurial company of the year award.

### Measurement Criteria

The recipient chosen for the Entrepreneurial Company of the Year Award excels in one or more of the following criteria. The analyst teams may apply weights to each criterion as appropriate for the industry, company size, or market condition.

- Product or technology novelty
- Technological innovation within the industry
- Time-to-market
- Market penetration vs. potential
- Strategy execution as defined in the business model
- Increased name/brand recognition
- Uniqueness of corporate culture



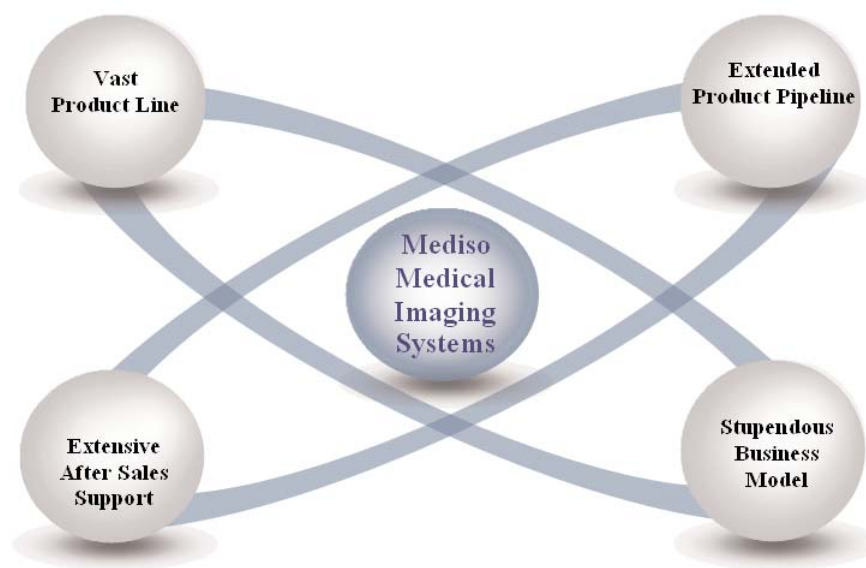
Frost & Sullivan confers the "2008 European Medical Imaging Entrepreneurial Company of the Year Award" to Mediso Medical Imaging Systems; a Hungary based medical imaging company. The Award is in recognition of the company's continuous efforts in product development to become a core member of nuclear medical diagnostic equipments market.

### Company Background

Mediso Medical Imaging Systems (Mediso), headquartered in Hungary was founded in January 1990 as a gamma camera group. The company grew from a gamma camera service group to a gamma camera manufacturing company that produces and markets different gamma camera types for all clinical applications. Since its inception, company is striving hard to seek state-of- the-art yet cost effective techniques to improve the quality of its product line. Due to these efforts, Mediso has emerged as a successful player in the market of nuclear medical diagnostic equipment.

The company's main activities involve development, manufacturing, selling and servicing of nuclear medicine imaging devices. As a result of constant efforts in product development and sales, Mediso holds a market share of 90 per cent of all Nucline gamma camera sales and service activity in Hungary. The chart below illustrates the key success factors of Mediso Medical Imaging Systems

Chart I.1: Nuclear Medicine Imaging Market: Key Success Factors of Mediso Medical Imaging Systems (Europe), 2008



Source: Frost & Sullivan

### Journey – From Gamma Camera Service Group to Gamma Camera Manufacturer

Mediso started from a gamma camera service group and has established itself to a gamma camera manufacturer by working in close co-operation with its Hungarian customers. The company has expanded itself by marketing, representing the products in journals, local representatives, medical imaging exhibitions and customer personal

connection. Mediso has been able to stand out from other companies in the nuclear medicine imaging space due to the unique functionalities of its products such as functional imaging. The company has penetrated into several areas such as cardiology and neurology and provides dedicated systems for these. Services, tailor made solutions for customers and personal interaction with developers highlights Mediso's capabilities. Mediso is the first company to introduce the new ANYSCAN SPECT / CT /PET world's first human 3 Modality system with gamma camera, PET and CT integrated in one. Flexibility to choose the modality hybrid and split the system gives its users the option to start from one system and then upgrade to three modalities.

### **Vast Product Line**

Mediso is the only company in the world that produces the whole range of gamma cameras. The product line of Mediso consists of Gamma cameras, Upgrade kits for other manufacturers' gamma cameras and Clinical Softwares. The Nucline™ family of Gamma cameras consists of 7 basic models and 12 detector configurations. Furthermore, the Nucline™ family of gamma cameras covers three segments: universal line, dedicated line and planar line. Universal line includes cameras for high precision, high throughput Single Photon Emission Computed Tomography (SPECT) and Whole Body Imaging. Dedicated line consists of Cardio-c Dual Detector Cardiac Dedicated Gamma Camera used for wide variety of cardiac imaging types, including static, dynamic, multigated planar, tomographic and gated tomographic nuclear imaging procedures. The X-ring 4R high resolution four-head gamma camera in the dedicated line segment is a camera used for brain, new born babies and small animal imaging. The Nucline™ four head Scan Field of View (SFOV) gamma camera is an exclusive tool which uses low energy ultra – high resolution collimators that facilitates high resolution imaging and reduces image acquisition time. The Nucline™ family of cameras has proved significant in enhancing the diagnostic confidence for brain SPECT, newborn babies and small animal imaging. Planar line in the Nucline™ family consists of high resolution cameras which are digital, both SFOV and Large Field of View (LFOV) for conventional, thyroid, heart and small organ imaging. Nucline gamma cameras from Mediso Medical Imaging Systems cover the entire – general and dedicated – demand of the nuclear medicine ranging from SFOV planar to LFOV dual-head SPECT systems. The Nucline™ family cameras allow uniform data acquisition and processing for planar and SPECT imaging, Digital Imaging and Communications in Medicine (DICOM) data transfer and connection with the information system of the hospitals.

### **Extended Product Pipeline –The Forte of Mediso Medical Imaging Systems**

Mediso Medical Imaging Systems also offers products to its customers in addition to its main stream products. One of the most popular products in its extended product pipeline is the upgrade kit for other manufacturers' gamma cameras. The kit includes Nucline™ detector electronics, digital acquisition console and DICOM communication. The clinical softwares form the most integral part of Mediso's product line with its InterViewXP™, Emory Cardiac Toolbox™ and PMOD™ Software, providing the total solution for whole body, thyroid and cardiac analysis. InterViewXP™ is a dedicated Nuclear Medical Image processing Software Package for SPECT, whole body and planar processing. This user friendly Windows-based system leads the user through the steps of processing by organising clinical tasks into logical steps. The InterViewXP™ processing and review capabilities controlled by highly automated processing tools extend to non-Mediso data. This combination of InterView XP with any nuclear medical workstation and advanced DICOM connectivity features makes InterViewXP™ the most preferred and popular nuclear medicine computer platform. PMOD™ fusion is optional software offered by PMOD technologies for InterView XP which helps in image fusion and brings multiple studies into alignment. Using the fusion techniques, matched images can be explored easily which make the analysis on separate systems or at different times during follow-up procedures easy.

### **Extensive After Sales Support**

Mediso aims to expand and maintain its clientele by offering outstanding service support to its clients. Mediso is represented in 60 countries by local companies who bring with them several years of experience in sales and services in nuclear medicine. By developing its service activities extensively, Mediso aspires to gain its market share and satisfy the customers. The continuous communication and follow up between the users and the customers' help the company

understand and meet their needs. The added feature of Mediso in their services program is undertaking the servicing of earlier equipments as well as devices produced by other vendors. Mediso also undertakes refurbishment and digitisation of any type of gamma camera. The up gradation of old gamma cameras by Nucline™ PAC, company's own developed Image Processing, Data Acquisition and Real-Time Corrections System comes with the facility of on site upgrading within one day, new electronic, computing and correction solutions. Along with this, Mediso's keen perception of the European markets allows it to understand the pricing strategies and comply with the cost cutting measures adopted by the European Governments towards their hospital expenses. Their service portfolio includes robust service support with round-the-clock service for its partners, preventive management programmes and equipment maintenance management. Mediso also guarantees their serviced systems to have an equipment uptime of 98 per cent.

### **Stupendous Business Model**

Mediso focuses on Research & Development activity which forms the core business strength of the company. Over the years, this company has managed to form several co-operations with hospitals, clinics, scientific institutions to develop the internationally acclaimed and competitive products with the most up-to-date technology. The production department of Mediso is in line with the latest needs of the user community and ensures to meet the continuously changing market requirements. High quality unique products with construction simplicity are manufactured in machineries having professional equipment park. Making sure of highest industry-standard quality with high cost-effectiveness is bound to help the company to make its presence felt in the global market. The strong sales force and the worldwide network of representative offices is the company's strategy to penetrate into the market with remarkable demands. Mediso launches one new product every year and is taking efforts in the direction of extending the company's research infrastructure. The company's service model complements its profile and helps the company stabilize its position on the market of nuclear medicine diagnostic equipments. Mediso has been a great success so far to become a respected strategic partner of Hungarian and foreign hospitals and clinics. Implementation of the most advanced technologies by Mediso has helped these organizations achieve their missions in the field of health care and research.

### **Bridging the gap in medical imaging diagnosis**

Nuclear Medicine is a smaller area when compared to other modalities in the medical imaging space. The driving force for all the innovations in Mediso has been the other modalities such as CT and MRI. Mediso's equipments allow functional imaging which is not possible with other modalities. Nuclear Medicine also permits total body examination by injecting a single dose in the patient making imaging simpler and better compared to other modality examinations. Nuclear medicine, not being the standard procedure program such as CT and MRI requires experts to guide the "how" "when" and "where" for the medical imaging examination. Mediso's emergence in this industry with its dedicated specialists offers the customers the exact and perfect "imaging" solution. The hybrid systems and customer service have been the points of differentiation for Mediso in launching itself as a core member in the world market for nuclear medicine diagnostic equipment. Mediso has constantly been aiding its customers in the research by fulfilling their hardware and software needs. This support system is a unique feature of Mediso which gives an edge over other medical imaging industry players. Over the years, Mediso has appeared as a successful player in the nuclear medicine diagnostic equipment arena excelling both as a manufacturer and the service provider.

### **Conclusion**

With exemplary product developments every year, Mediso Medical Imaging Systems will continue to provide improved care for patients across the world. The company's sales and service network together with the admirable business model will further augment Mediso Medical Imaging Systems' leading position in the European nuclear medicine imaging market. The increasing acceptance in the market and its brilliant strategy implementation makes Mediso Medical Imaging Systems a deserving recipient of the "2008 European Medical Imaging Entrepreneurial Company of the Year Award".

## About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.



## About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, partners with clients to accelerate their growth. The company's TEAM Research, Growth Consulting and Growth Team Membership empower clients to create a growth-focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

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