Making the difference where it really matters

Philips AlluraClarity family, see with confidence – every time

During interventions you want to see with confidence – every time. AlluraClarity with ClarityIQ technology gives you this confidence. Philips' AlluraClarity family – a revolutionary new generation of interventional X-ray systems – provides high quality imaging for a full range of clinical procedures at ultra low dose levels.

A quantum leap forward for your interventions

As you know, interventions are becoming increasingly complex. This, in turn, lengthens fluoroscopy time and increases the need for high resolution imaging. New devices can be more difficult to visualize, making it harder to position them precisely and the prevalence of patients with a high BMI can necessitate increased dose levels in order to visualize anatomy.

All of these factors inspired us to completely redefine the balance in interventional X-ray with our new Philips AlluraClarity family. AlluraClarity with its unique ClarityIQ technology gives you unparalleled live image guidance during treatment. What's more, you can confidently manage low X-ray dose levels without changing your way of working. In short, you can see what you have to regardless of patient size.

The AlluraClarity platform offers:

- High-quality imaging at ultra low dose levels
- Enhanced work environment for staff through active management of scatter radiation
- Expands treatment options – enables longer procedures to treat obese and high-risk patients with confidence

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Excellent visibility at ultra low dose levels with patients of any size

Continuously working at low dose levels is also beneficial for you and your staff during the interventional treatment.

We appreciate that performing minimally invasive treatment on seriously overweight patients often adds another significant challenge to those you already face. Image quality tends to degrade with above-average BMIs, particularly when the excess weight is in the abdominal area. This can naturally lead to frustration; you cannot see what you want to in order to proceed with the intervention.

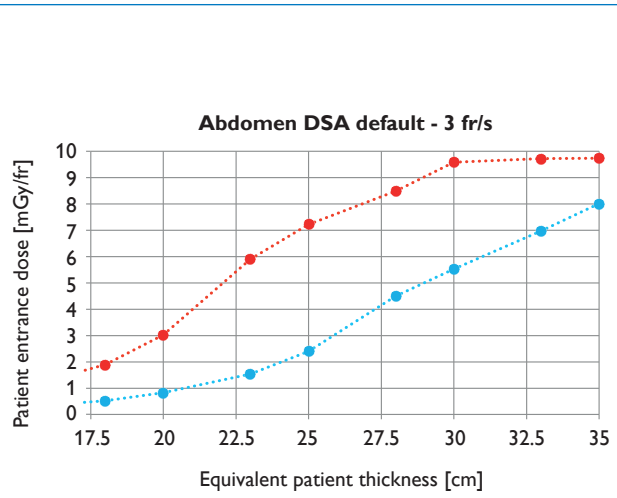
Of course, you could increase the amount of X-ray dose used. Yet an increase in abdominal width of just 3 cm necessitates twice the level of radiation in order to maintain image quality. This can increase risks to patient and staff.

We have tackled this issue head-on with ClarityIQ technology. Please see the graph below and the last page for more details.

The impact of ClarityIQ technology can be monitored real-time with DoseAware - Philips' unique staff scatter-dose display and tracking system.

Almost 70% of American adults are overweight

The body size of patients requiring treatment in the US is a serious issue. According to the Journal of the American Medical Association, approximately 69% of adults in the USA were either overweight or obese in 2010. This is significantly higher than the 2000 level of 64.5%.



Patient entrance dose vs. equivalent patient thickness Abdomen DSA

Patient entrance dose vs. equivalent patient thickness Cardio Fluoro

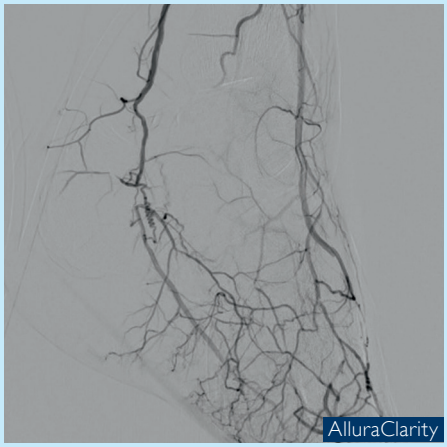
* DoseAware does not replace the thermo luminescent dosimeter (TLD) as a legal dose meter.

See with confidence - every time

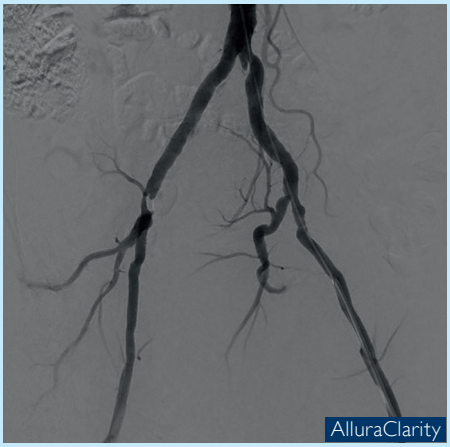
"It is the invisible revolution. You can't see it, but it is going to change everything."

Dr. M. van Strijen, Nieuwegein, the Netherlands

Interventional Radiology



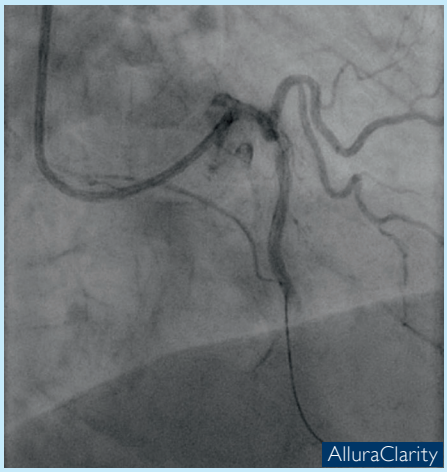
Patient suffering from critical limb ischemia



60 year old male smoker (BMI 24.7) with hypertension and hyperlipidaemia

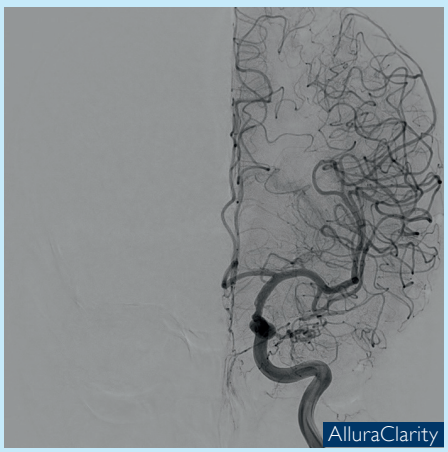
Cardiology

51 year old female (BMI 28) with angina pectoris



61 year old male (BMI 31) with diabetis and hypertension 2nd attempts CTO in RCA.

Interventional Neuroradiology

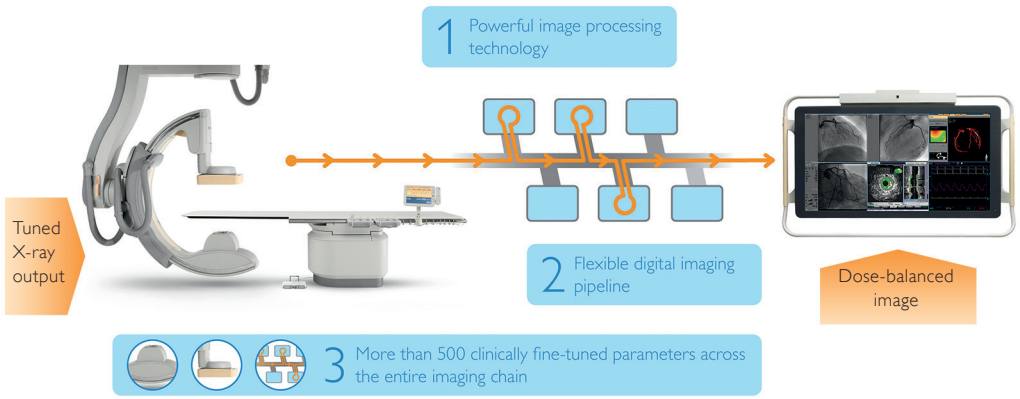


Cerebral angiogram of 53 year old male patient

53 year old male with aneurysm

Revolutionizing interventional imaging with unique ClarityIQ technology

How do we continue to make the difference in interventional imaging? By drawing upon our unique imaging expertise and collaborating closely with highly-critical interventional physicians around the world. To create a breakthrough in interventional imaging and dose management, we evaluated the performance of the system as a whole instead of its individual components. During this process we clinically fine-tuned more than 500 parameters, improved relevant system components and ultimately redesigned the entire digital imaging pipeline.



1. Powerful image processing technology

ClarityIQ technology includes state-of-the-art, real-time image processing, developed by Philips Research and based on the latest parallel computing technology. Benefits include:

- Noise and artifact reduction, also on moving structures and objects;
- Image enhancement and edge sharpening;
- Automatic real-time patient and accidental table motion correction on live images.

2. Completely redesigned, flexible digital imaging pipeline

ClarityIQ technology utilizes a flexible digital imaging pipeline from tube to display that is tailored for each and every application area such as cardio or neuro. This gives the flexibility to select virtually unlimited application-specific configurations and obtain superb images on your full range of clinical applications and patient types including patients with a high BMI.

3. More than 500 clinically fine-tuned system parameters and improved relevant system components across the entire imaging chain

With ClarityIQ technology over 500 system parameters are fine-tuned for each application area. The result of years of Philips' clinical leadership, ClarityIQ technology also allows us to improve some essential system components. It is now possible to filter out more X-ray radiation, use smaller focal spot sizes as well as shorter pulses with the grid switching technology of Philips MRC tube and accompanying generator.

Please visit www.philips.us/AlluraClarity

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