# Image Diagnostics, Inc.

**Manufacturer of quality products for surgical, interventional and diagnostic imaging**

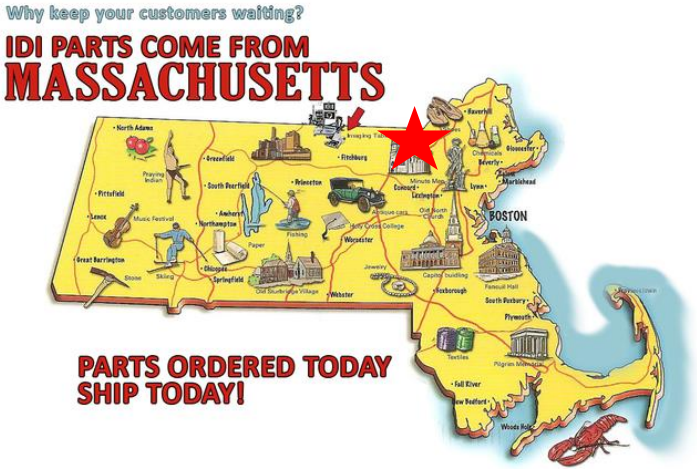
# Company Overview

idi

idi Image Diagnostics Inc.
A Veteran-owned business

***Established in 1986***

- Privately held corporation - Veteran Owned (Certified Status)
- Factory/HQ in Massachusetts, USA
- 30,000 sq. ft. design and mfg. facility
- CNC milling
- Design, Engineer and Build



# Company Overview

## Medical Equipment Design & Manufacturing

- Electro-mechanical solutions for fluoroscopic and digital radiography applications
- Comprehensive in-house manufacturing
- OEM supplier to major imaging companies
- On-going product development, custom design work

## Reputation for Quality & Customer Care

- Innovative products, engineered & built to last
- Exceptionally responsive customer service & support
- IDI products are CE marked and ETL listed to UL, CSA & IEC standards

# Table Review

## UC Plus

## 100-RTL

## ISR & 4T

ISR table shown with X100-2492 tabletop
and optional head extension

## 100 - 4

# Vascular Tables

## Which IDI vascular table is right for your customer?

| | Aspect ISR G3 | Aspect 100-4T G3 | Aspect 100-4 |
|---|---|---|---|
| Cost | Highest | Medium | Lowest |
| Lateral ISO-Roll* | Yes $12^0$ | No | No |
| Construction | SS | SS | Powder Coat |
| Trendelenburg Tilt | $15^0$ | $15^0$ | No |
| Longitudinal Float | 32” | 32” | 40” |
| Lateral Float | 8” | 8” | 10” |
| 4 Way Auto-lock Float | Yes | Yes | Yes |
| Up/Down | 40”/32” | 42”/32” | 38”/28” |
| Imaging Area | 74” (184cm) with Headrest | 74” (184cm) with headrest | 72” (182cm) |

*Uses CO2 instead of contrast or needs extreme oblique angles

# What comes with it?

### ISR G3

- Isocentric lateral roll
- 4-way floating tabletop
- Trendelenburg Tilt ( ±12°)
- Transverse Float 8" (20.3cm)
- Motorized Elevation 10" (25.4cm)
- Longitudinal Travel 32" (81.3cm)
- Stainless steel covers
- 600 lb capacity
- 80" of imaging area (with headrest)

### 100-4T G3

- 4-way Floating Tabletop
- 600 lb capacity
- 80" of imaging area with headrest
- Trendelenburg Tilt ( ±12°)
- Transverse Float 8" (20.3cm)
- Motorized Elevation 10" (25.4cm)
- Longitudinal Travel 32" (81.3cm)
- Stainless steel covers

# What comes with it?

**Features**

•Cantilevered, carbon fiber tabletop with low x-ray attenuation

•Tabletop dimensions:  21”/30” x 80” (52/76 x 203 cm)

•Unobstructed imaging area: 72” (182.9 cm)
•Motorized Elevation 27.9” – 37.7” (71 – 95.8 cm)
•4-way manual floating tabletop with panning hand control
•Longitudinal tabletop travel: 40” (101.6 cm)
•Transverse tabletop travel: 10” (25.4 cm)
•Locking swivel casters
•Patient weight capacity: 450 lbs. (204 kg)
•Table weight: 490 lbs. (222 kg)
•120 VAC or 230 VAC operation (must specify on order)
•Battery back-up operation
•Warranty: 3 years parts, 1 year labor

**Accessories included:**

•Tabletop Pad
•Patient Restraint Straps

# What comes with it?

## Aspect 100-4 #A100-566

Includes the following:

- X100-517: Tabletop, 18” (457mm)/30” (711mm) x 80” (2032mm) tabletop.
- X100-1780: Tabletop pad, 2” (51mm) thick, for 18” (457mm)/ 30” (711mm) x 80 tabletop.
- A100-435: Tabletop width extender board (lateral arms support) for 18” (457mm) wide tabletop. /24” (610mm) X 84” (2134mm)
- A270-126 Panning hand control.
- C000-0328: Patient restraint straps.

## Aspect 100-4 #A100-2655

Includes the following:

- X100-982: Tabletop 23.5” (597mm)”/30” (711mm) x 80” (2032mm) contoured shape.
- X100-1767 Tabletop pad, 2” (51mm) thick, for 23.5” (597mm)”/ 30” (711mm) x 80” (2032mm) tabletop.
- A270-126 Panning hand control.
- C000-0328: Patient restraint straps.

# IDI Sales Strategy

## In-use performance:

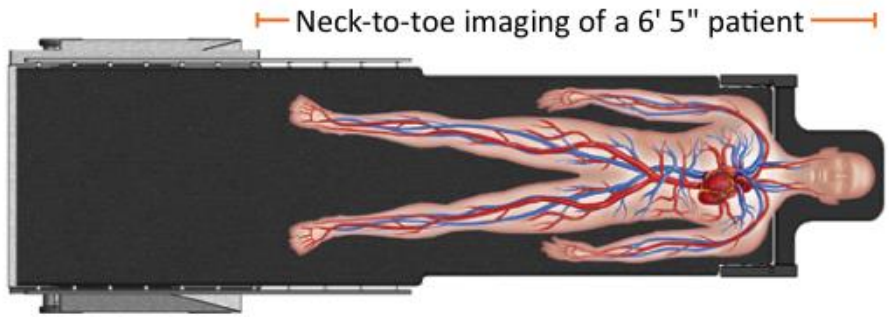
***By design IDI Vascular tables have key advantages.***

- *Transverse travel*
- *Longitudinal Travel*
- *Unencumbered Access*

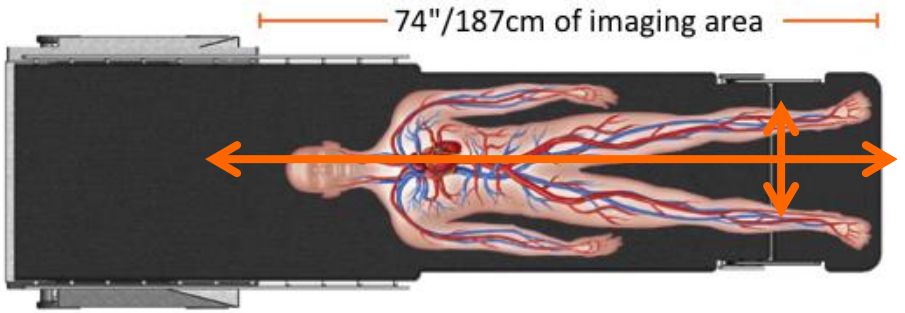
IDI tables can image a 6’5” plus patient neck to foot with the patient over the pedestal or extended.

IDI’s rail position provides superior visualization when step oblique angels are needed

Standard tabletop shown with optional head extension




Standard tabletop shown with optional peripheral extension



# IDI Sales Strategy

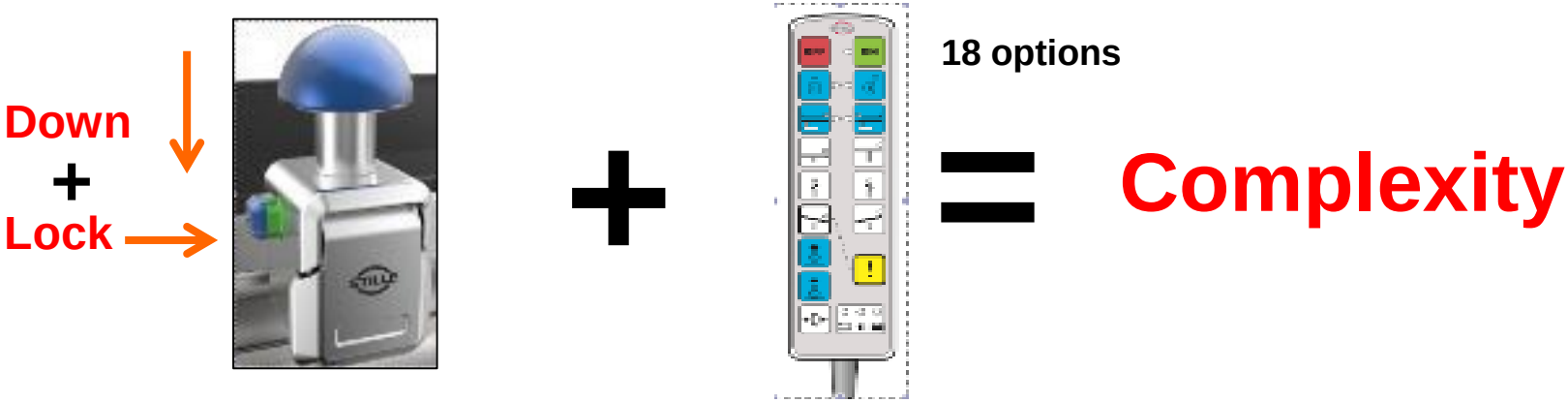
## Convenient Consolidated Controls

- Integrated bedside controller provides maximum control
- IDI controls include automatic motion lock out on all panning control handles
- There are 50% fewer buttons to process resulting in less control errors

**5 options**

**The Fully Integrated IDI *Smart Controller***

## Fewer Decisions Faster Response



# Selling Strategy for Vascular Tables

**How to distinguish yourself in a crowded market**

- Controls are consolidated and next to X Ray controls just like a IR room
- IDI tables are made with far fewer, less complex parts - that are easy to access
- IDI tables require less (if any) preventive maintenance due to there simplicity in design and no hydraulic or pneumatic systems.
- All parts are stocked for next day delivery.

# Urology Table Offering - #1 Urology Tables

## Aspect 100-UCPLUS Urology/ Multi-purpose
Catalog # A100-1517

Shown with optional leg holders (#A100-2247).

Shown with tabletop extension (A100-1400)

## Aspect 100UC*Plus* description:

Imaging table for urology and multi-purpose use. Urological accessories are easily removable so the table can be quickly configured for multi-purpose C-arm imaging or general patient positioning for non-urological procedures.

A removable radiographic cassette tray provides KUB radiography compatibility with mobile x-ray machines,
including both conventional film/grid systems and digital detectors.

- 115VAC is standard.
- 230VAC is optional and must be specified at time of order.

# Urology

## Aspect 100UC*Plus* #A100-1517

Includes the following:

- A100-1007 6”/152mm x 1.25”/32mm clamp-on accessory rail
- #A100-1876 Stirrups Mounting Rail extension Kit
- X100-1818: tabletop pad, 28” (711mm) x 46” (1168mm) x 2” (51mm) thick
- A100-1400 Tabletop extension, 24” (610mm)W x 34” (864mm)L
- X100- 1817: Tabletop extension pad, 24” (610mm) x 34” (864mm) x 2” (51mm) thick
- K000-0158: Pendant hand control
- A100-1540: Foot switch control
- Z100-1060: Removable x-ray shield flap, for perineal end of table
- C000-0571: Patient restraint straps
- A310-062: Arm board, rail mounted, with pad and strap
- C000-0595: Urology drain bag support hoop
- W100-1001: Radiographic cassette tray, removable
- C000-0593: Disposable drain bag & hose ass’y, box of 20
- C000-0492: Disposable covers for foot switch, box of 50
- C000-0631: disposable cover for x-ray shield flap (qty. of 1)
- C000-0645: disposable tabletop pad protector (qty. of 1)

# GI Table Offering

## Aspect 100-RTL Table
## Product #A100-1254, A200-2646 & A100-2672

## Aspect RTL Description:

C-Arm table for pain management and other imaging procedures where motorized elevation, tilt, lateral roll and longitudinal motion are required.

- Motorized elevation
- Trendelenburg tilt
- Lateral roll
- Longitudinal motion
- 115VAC is standard.
- 230VAC is optional and must be specified at time of order.

## Aspect RTL #A100-1254

Includes the following:

- X100-995: Rectangular tabletop 24" (610mm) (610mm) x 80" (2032mm).
- X100-1742: Tabletop pad, 2" (51mm) thick, for 24" (610mm) (610mm) x 80" (2032mm) top.
- K000-0197: Hand control.
- C000-0328: Patient restraint straps.
- C000-0597: Crescent shaped facial cushion.
- C000-0598: Disposable covers for crescent-shaped facial cushion, box of 50.

## Aspect RTL #A100-2646

Includes the following:

- X100-733: Tabletop with tapered end and facial cutout 22" (559mm) (559mm) x 80" (2032mm).
- X100-1757: Tabletop pad, 2" (51mm) thick, for 22" (559mm) x 80" (2032mm) top with facial cutout.
- K000-0197: Hand control.
- C000-0328: Patient restraint straps.
- C000-0597: Crescent shaped facial cushion.
- C000-0598: Disposable covers for crescent-shaped facial cushion, box of 50.

## Aspect 100RTL #A100-2672

Includes the following:

- X100-1325: Rectangular tabletop 28" (711mm) x 80" (2032mm).
- X100-2083: Tabletop pad, 2" (51mm) thick, for 28" (711mm) x 80" (2032mm).
- K000-0197: Hand control.
- C000-0328: Patient restraint straps.
- C000-0597: Crescent shaped facial cushion.
- C000-0598: Disposable covers for crescent-shaped facial cushion, box of 50.

# Video Integration Review

MDS D

MDS

ilex32

ilex55

## Video Integration

Started 15 years ago when Stryker Communications partnered with Berchtold to create a new OR concept.

- Move Images to a ergonomically correct positions to reduce fatigue, eliminate cables on the floor and improve workflow
- Route multiple images from multi-modality sources
- Workflow management
- Enhance the Educational Experience

# Current Video Integration?

## Video Integration

### Now

- 55% to 60% rooms have some form of boom or ceiling integration
- Takes 1 to 2 years to plan and implement
- Sometimes technology changes before the completion and more expensive to upgrade
- Very difficult to get a room layout to conform to multiple surgical procedures causing havoc with room utilization

### NUBOOM

- Floor mounted concept got rid of ceiling construction, but for the first time fixed the location of the camera system controlled the table location limiting the rooms functionality

### MDS, ilex55 & NUCART

- Mobile video Integration System
  - No Construction
  - Provides inline images at ergonomically correct heights
  - Easier to upgrade
  - Camera system moves around the table to fit the clinical need

# Product Positioning

## Ilex55

- Can double the size of the C Arm image
- Enhances the quality of non 4K images
- Remote hand control of single, PIP and Quad Image viewing
- Light weight, easy to maneuver, with motorized elevation
- Speaker system, USB charging platform, with (3) shelves for storage
- Variable image selection in location #3
- Presents fluoro, ultrasound, hemodynamic or PAC's images (much like a Hybrid OR) at a significantly lower cost

## MDS

- First portable system to route multi-modality images in a ergonomically correct location.
- 7" arms allow (2) 26" monitors to be positioned in a side by side, stacked or split/cross table mode
- Clinical images are optimized for the proper color/contrast adjustment
- Monitor storage is up out of the way when not needed
- Routes all images the hybrid room does

## MDS D

- Cost effective system with the same positioning functionality as a MDS, but with limited routing options

## Ilex32

- Ilex32 present 20% larger images when split screen than the typical monitor cart
- Dual DVI, SOG, VGA inputs and has a remote control that changes input sources

# Integration Product: MDS

## MDS Portable Video Integration System
## A280-0330

## Positioning

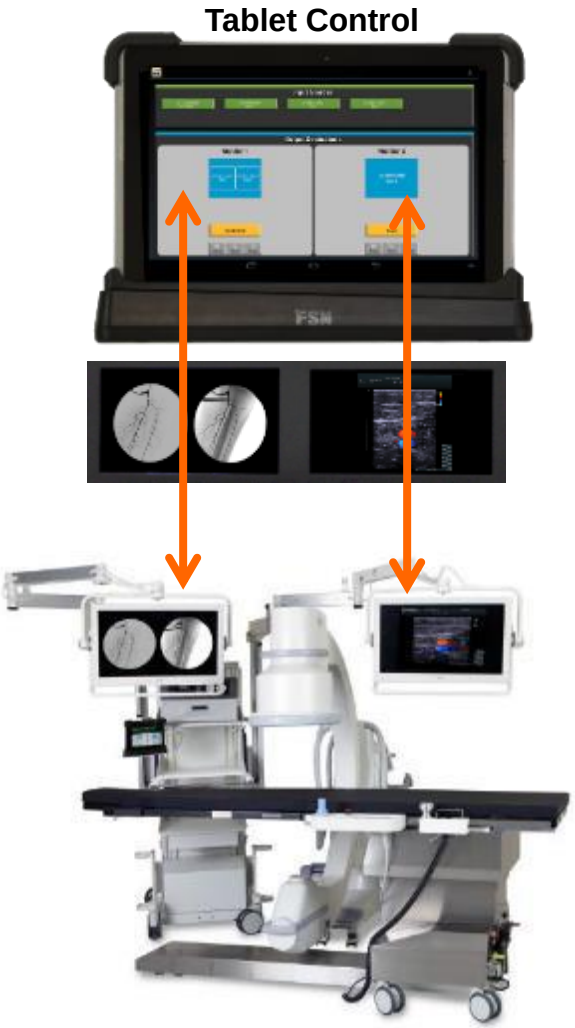
- Urology fixed table replacement
- GI ERCP suites
- Vascular Hybrid over-flow suite
- OBL
- General, Neuro, Spine

## Includes

- 2 (qty**) 26”** HD monitors
- Robust Router
- Tablet Controller
- Dual monitor arms with vertical travel
- Mini inline Preview monitors
- Basket
- Cable hook
- Monitor covers

# MDS Advantage

## The first mobile integration system *Just Got Better*




**Intuitive Control = Less Training = Better Retention**

- Tablet GUI layout matches monitor position
- Touch a source button – touch the destination monitor icon
- **Color Coded connectivity = easy installation**

**Adaptability**

- Modular Router is easily upgradable
- Input color and contrast setting are independently optimized
  *Split screen with Grayscale + Color inputs = no problem*
- Patented multi-link arms with true vertical displacement navigate around the most cluttered OR environment

**Secure**

- Wired Tablet Controller is locked to system
- Router has manual routing capabilities if tablet is disabled

**Proven**

- **150+ installations** – Urology, Vascular, and GI
- Count on the IDI Service and Support Team

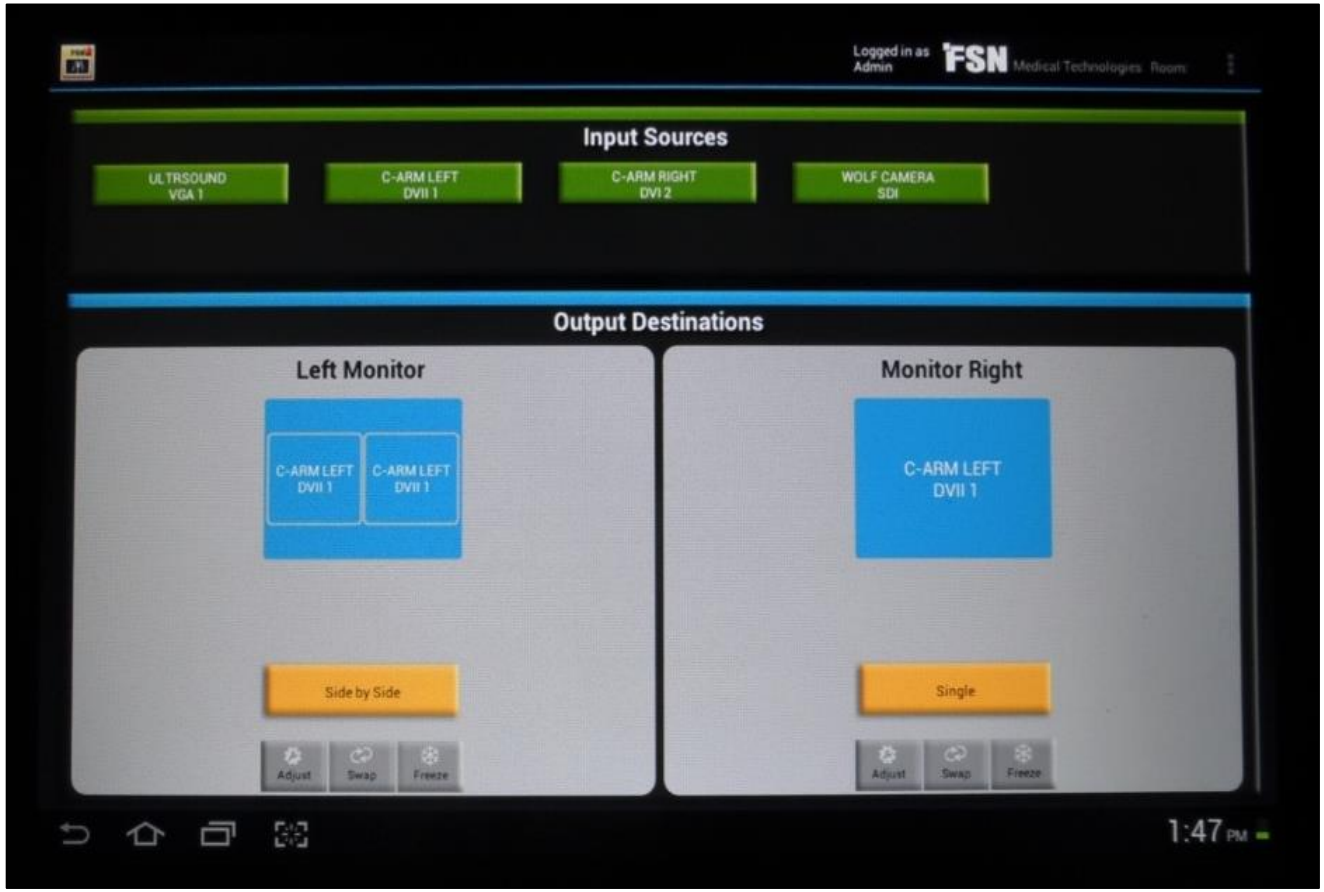
# MDS Advantage

## Color Coded Intuitive Layout

**Touch Sources**

**Touch Destination**

**PIP & Correction**

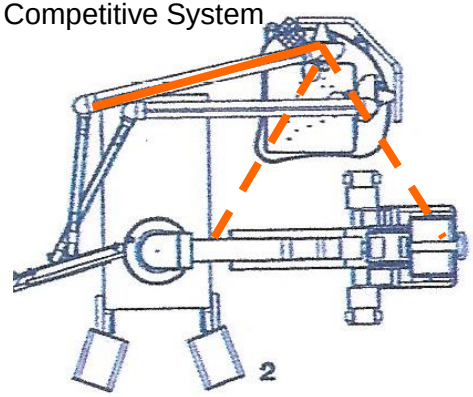


# MDS Advantage

## MDS Superior Positioning

**Multi-jointed arms with vertical travel (unlike long fixed height arms) navigate around and under existing structures making positioning easy**

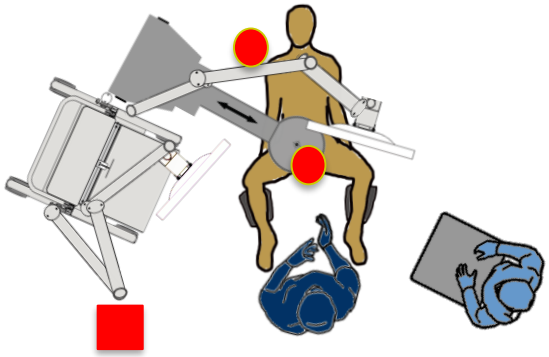
Competitive System




ompetitors long arms require a veeping 4.5' free space to position n arm and lack vertical travel.

Light mounts can get in the way of positioning during and after the procedure especially if there is a fixed jointed arm with no vertical travel

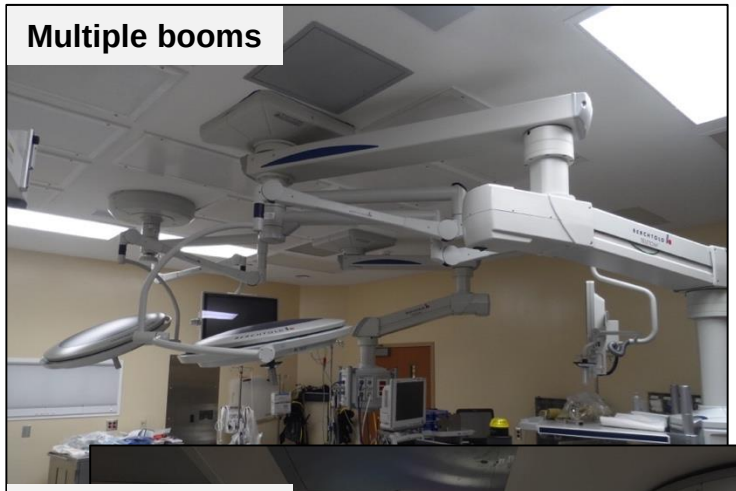
MDS System

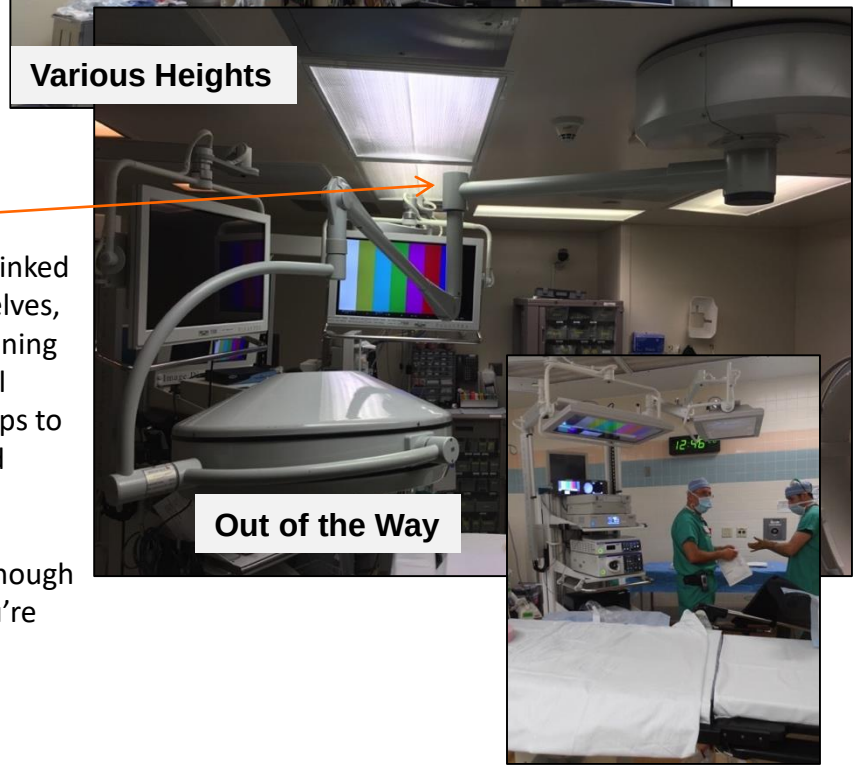


Gas Column

The MDS arms are multi-linked and collapse onto themselves, providing superior positioning options especially in small rooms. Vertical travel helps to avoid conflicts in crowded rooms.

Monitor storage is high enough to walk under them if you're less than 6'6"

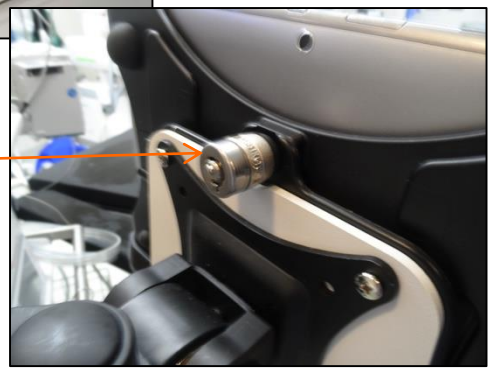


# MDS Advantage

## The MDS System makes the routing of clinical images easy and secure

- The color coded layout is intuitive and provides features like color correction that maximizes each input's image quality.



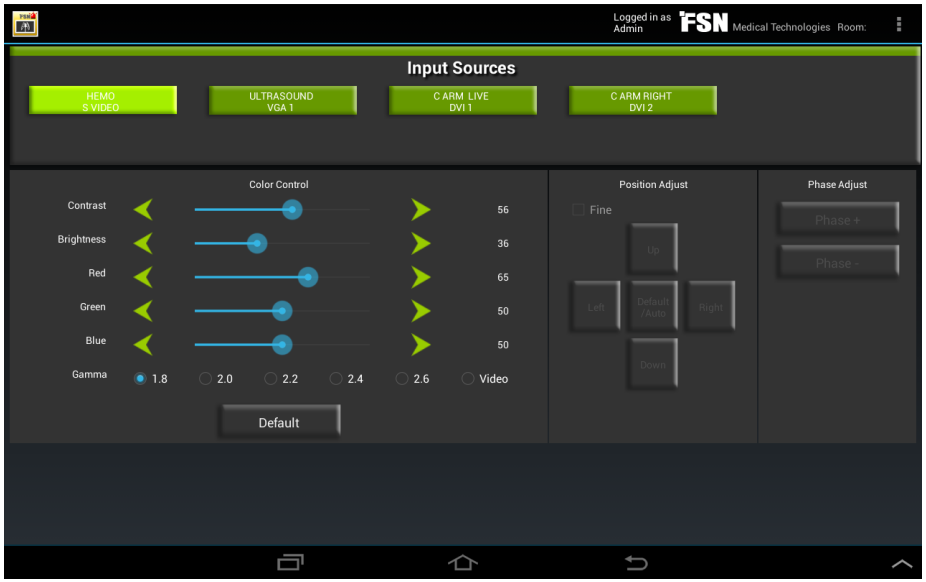
- IDI locks the tablet to the articulated arm keeping it safe and secure.

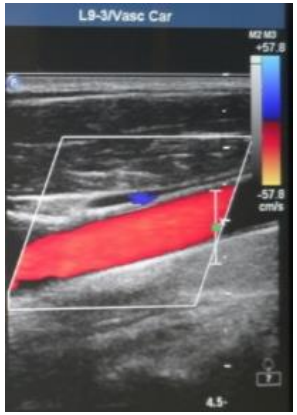

- The front of the router has a screen that provides a back up routing option if the tablet is disabled or lost.

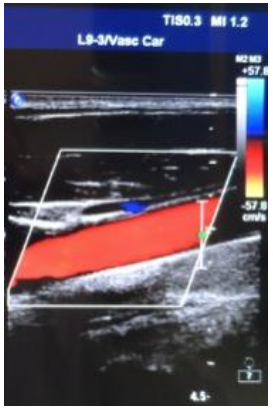
# MDS Advantage

The MDS system optimizes image quality for each input and that input only. Correcting color/contrast at the monitor impacts the quality of all inputs shown on that monitor and decreases image optimization.

***Color correction and zoom screen***

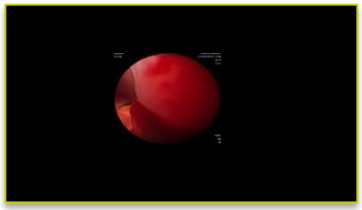



Contrast correction and Zoom

Our Competitor can't!



# MDS & MDS D Sales Strategy

## Steps for MDS Success:

There are 150 MDS systems installed and 70% of those are sold by showing 3 pieces of literature.

A Demo results in an order 80% of the time!

- **Brochure** – Initiates the concept and in-stills interest
- **Clinical Guide** – Confirms the clinical acceptance and helps in the understanding the clinical use. Doctors want to see peers using the product. What OR Director doesn't want to see the multi-use application? Maximize the benefit of the Clinical Guide by knowing how to present it.
- **MDS Video** – Confirms the mobility of the MDS. OR Directors want to see if their staff can move it. If you show the Doctor the portability video start drinking.

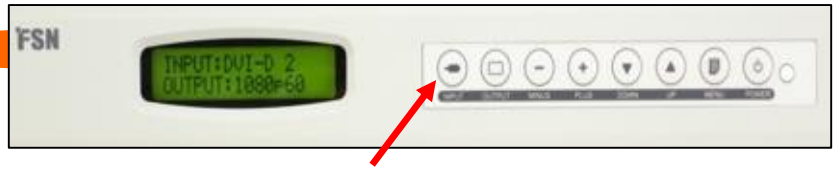
DEMO

Most customers making a $75,000 decision like to compare products especially if one has a 15 to 1 installation advantage

# MDS D

## MDS D Portable Video Integration System
## A280-0230

There is no Competition at this Price Point




Change right side input on both monitors *at the same time* without having to go to each monitor.

## Positioning

- Vascular, GI, Urology (OBLs and clinics)
- Limited equipment
- Small number of users
- Limited inputs and changes

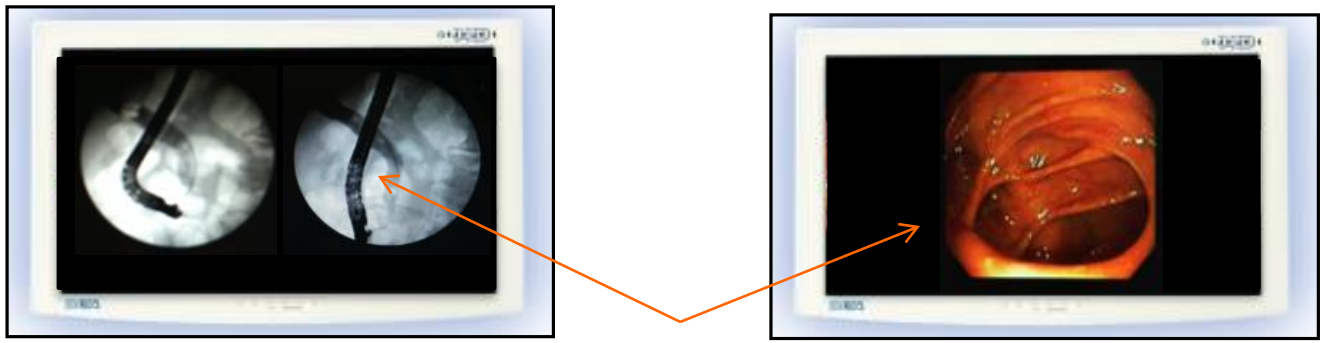
## Includes

- MDS Stand
- FSN IPS 500 Switcher
- 2 FSN 26” HD Monitors
- 1 Shelf with Nook
- Cable Hook
- Accessories baskets
- Cable Set for C Arm and Camera

# MDS D Application

## A less featured, lower cost alternative for those accounts that:

- Don't plan on mounting a camera unless you add 3 shelves
- Use the same routing location most of the time
- Want consolidation of images and up out of the way design
- Have a reduce staff
- Want to save money



**This image or this image can change via controller**

## Low Cost Solution that all OR's Own

- Video Companies "monitors on a stick" are sold with just video in mind and at a significantly higher price.
- The ilex32 is equipped with a variety of inputs including (2) SOG, (2) DVI, (2) VGA inputs. You can show both images in split screen mode and be significantly lower in price
- Most equipment boom companies Stryker, Steris, etc. (if they route the fluoro image at all) select the composite 480x480 lines resolution instead of the high resolution SOG 980x980 output creating a significant advantage if there are OEC C Arms.
- In addition the systems allows for connecting ultrasounds, and all camera manufacturers making the potential market not just about C Arms.
- The system is very light easy to move around the room
- Larger brighter images closer to the doctor.

# Strategies for Success

Urology

GI

Vascular

Video Integration

# IDI Urology Sales Strategy

## Tailor your presentation to your audience:
## OR Director:

They might not do a lot of urology cases and might need just a urology table. Table sales can lead to a C Arm sale if you're involved, and zero if the Steris Guy is.

If they have a fixed room, begin with a basic question:

***What is the utilization rate of your existing fixed urology suite?***

OR rooms can generate between $66 and $160 a minute in revenue if used. Your customer has an idea what that revenue number is, get them thinking about it, they have to be your advocate.

## Making the case for ownership to the Doctor

**Do talk about: User the Clinical Placement Guide while discussing the concept**

- You aren't there to take away their Geography, you're there to make their room more efficient.
- Once the C Arm is (positioned by the nurses) it never has to move again and they don't need a rad tech during the case. The urinary tract can be images via the footswitch with the c-arm never being moved.
- Now all urology cases are in one room (PCNL's Brachytherapy)
- Images are larger than a fixed room and can be zoomed and placed in a ergonomic position.
- Let them know that "their" equipment will be mounted on "their" cart in "their" room.
- Talk about enhanced capabilities - the MDS can display a held right reference image and up to 4 types of images at one time?
- Lower dose to them and easier access for them and staff.

# Selling Urology Rooms

## Target all audiences:

### *Operations and OR:*

- ***Is delivery and installation timing a factor?*** A mobile solution can be delivered on Monday with cases (and training) starting on Tuesday

- ***Have they considered the all the costs of fixed room installation?*** The MDS solutions has no infrastructure requirements plus its easy to demo

- **Fixed systems cost more to plan and install**. Fixed systems require engineers, architects, electricians, and endless planning meetings, plus the down time for room renovation. The worst part..... they will live with the result

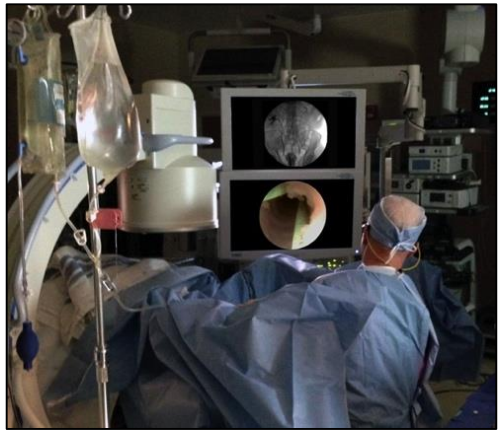
- **There are always hidden construction costs.** New fixed tables require 480 volt power and most older tables were 230v or below. Add med gas lines that weren't on a drawing or HVAC Bringing 480v power to a OR room can cost as much as $50,000 just for the power

- **Higher service costs**. A service contract for fixed table can cost as much as $40K a year. If the OR is buying the table they don't know that as that is usually a Radiology issue.

- **Increased room utilization = Increased revenue.** Pain management, Spinal cord stimulation, General surgery, ERCP, and GYN procedures

# IDI Urology Solution

MDS

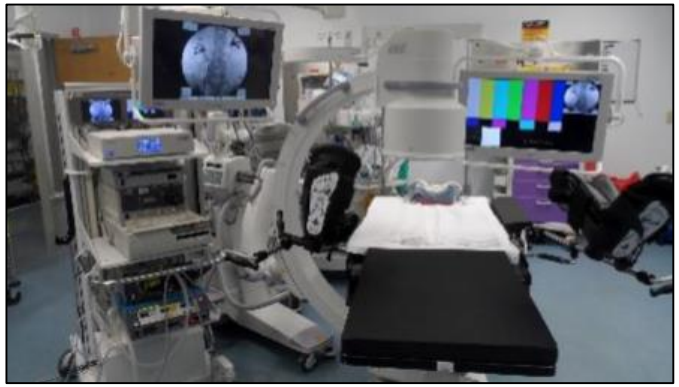


UC Plus

+ or =

Consolidated images that are up out of the way when not needed

ilex55



# Strategies for Success

Urology

GI

Vascular

Video Integration

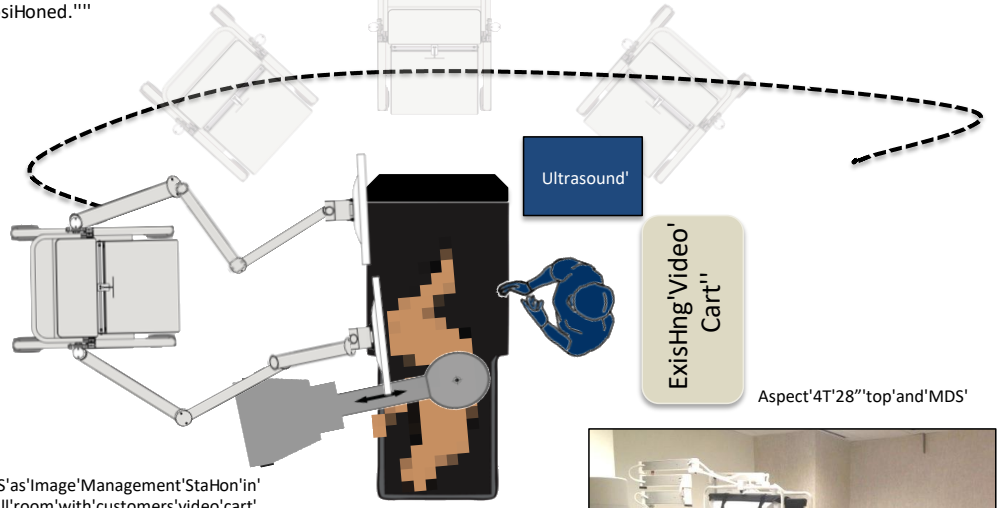
# IDI Strategy - GI

## Attacking GI:

***GI Departments are looking for solutions.***

- GI doctors want easy access to patients and don't want to wait on a fixed R&F table
- GI Departments are independent departments and use multiple imaging modalities during procedures.
- ERCP and new anesthesia techniques can open up opportunities in the GI area for C Arm opportunities
- *GI has specialized carts and most customers don't want to change workflow. 90% of MDS installs don't have the video gear on the shelves and are positioned across the room from the equipment.*

In'this'configuraHon,'the'MDS'does'not'have'equipment'mounted'on'the'shelves'and'acts'as'a'image'management'staHon'for'rouHng'clinical'images'from'the'camera,'C# Arm,'PACS'and'ultrasound.''Monitors'are'moved'into'place'a*er'the'paHent'is'posiHoned.''''




MDS'as'Image'Management'StaHon'in' small'room'with'customers'video'cart'

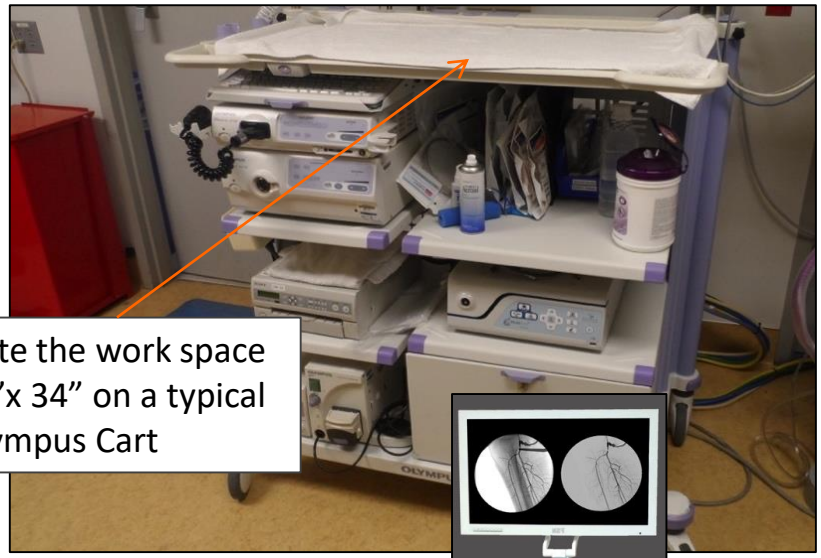
Aspect'4T'28"'top'and'MDS'

Clinical'placement'is'driven'by'procedure'need' and'the'room'layout.'"

Video' Camera'

# A different approach for ERCP rooms

The original intention was to replace the Olympus cart and monitor on a stick by mounting the endo equipment on the MDS.



Note the work space 24”x 34” on a typical Olympus Cart

Olympus Cart and Monitor on a stick.

## Olympus Solution

- 24” x 34” work space
- Could be motorized
- Scope height fits the hand wrist “pocket of surgeon
- Key board and mini screen to enter patient information
- Lockable drawer
- Scope holder

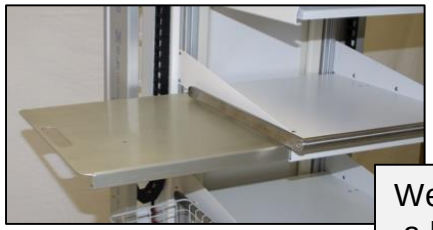
## What we Discovered:

- The solution took away critical work space behind the surgeon.
- It changed the spatial relationship between doctors wrist and the scopes controls.
- The location of a GI stretcher is not fixed and can impact monitor positioning
- If they wanted to transport the camera system somewhere else, the MDS had to go with it.
- A number of these carts were motorized
- Entering patient information with monitors behind you is difficult

Competitive Solution and Our Original Concept

If they use a stretcher you can't control the distance between the cart and stretcher which sets the monitors position

A work space had to be added which increase footprint.

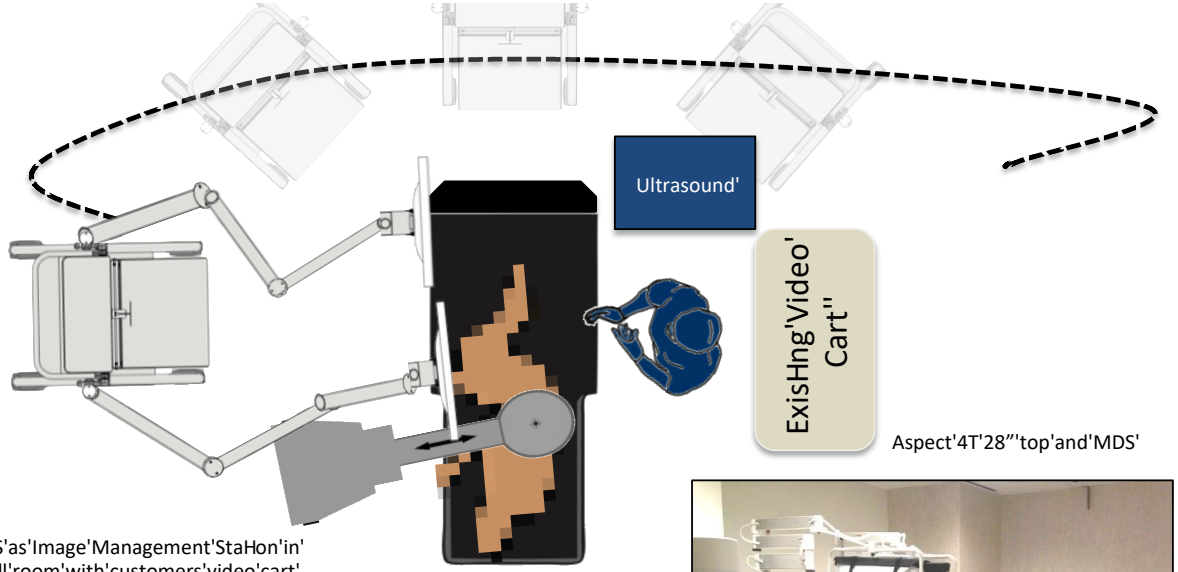


We created the endo-shelf to provide a horizontal workspace

# MDS & ilex 55 for GI

## Our Concept

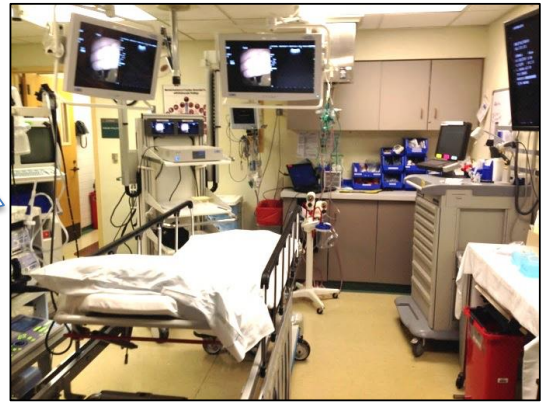
- Doesn't’t disrupt workflow
- Eliminates the monitor on a stick
- Opens up table space
- Minimizes movement
- Consolidates images




Aspect'4T'28”'top'and'MDS'

MDS'as'Image'Management'StaHon'in'
small'room'with'customers'video'cart'

## Up out of the way



Video'
Camera'

Clinical'placement'is'driven'by'procedure'need'
and'the'room'layout.'''

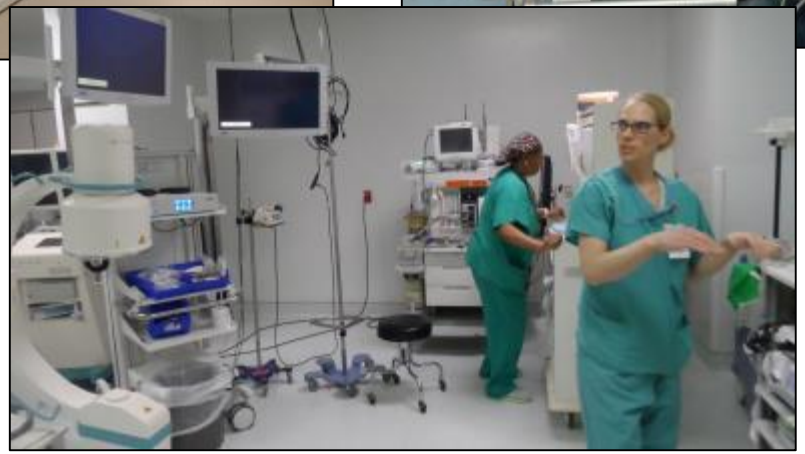
# MDS GI Sales Strategy

## The Value:

- Faster Set Up – the monitors are easier and faster to position
- Convenient for the Doctor and Patient
- Doesn’t really change the footprint in the room
- Doesn't’ disrupt what they have going on
- Adapts to a variety of procedures
- Improves the nursing access to the patient

**Up out of the way**

**Easy set up**



# Strategies for Success

Urology

GI

Vascular

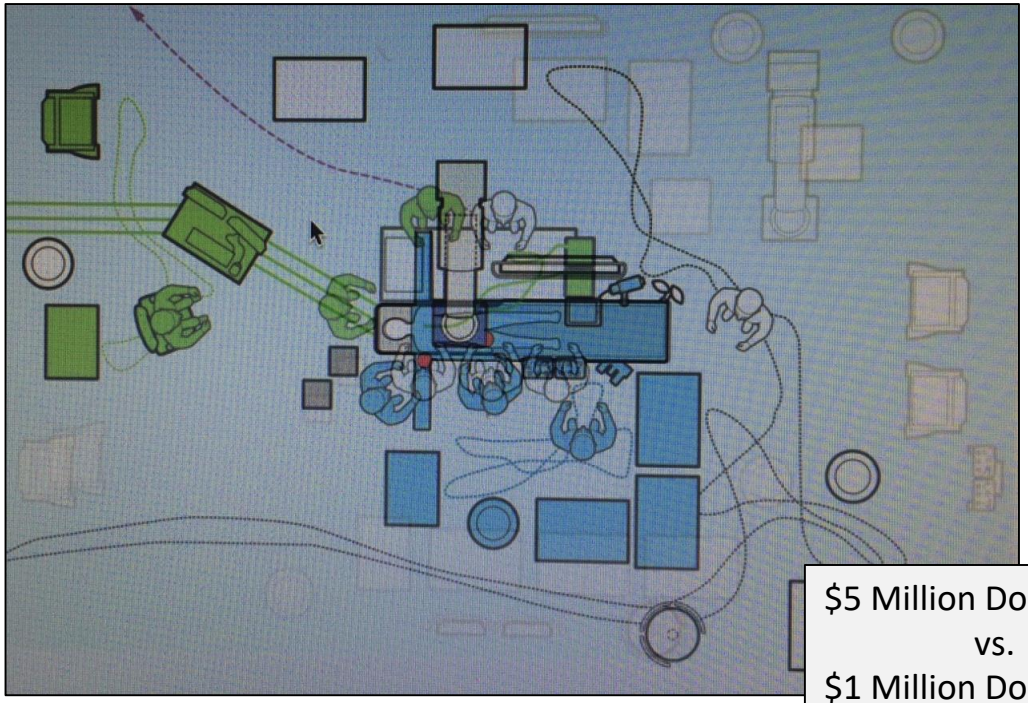
Video Integration

# Vascular Solutions

**Hybrid OR –** Hybrid OR's (located in a Cath lab or the OR) adds significant technology and complexity into the OR at a much higher cost. In most cases they require the space of 2 OR's. Multi-modality images (fluoro, ultrasound, hemodynamic and PACS) are projected on large boom mounted screens

## Hybrid Room

- More expensive to install
- More expensive to operate (may add up to 3 FTE's to each case)
- Limited Procedure Application
- Higher cost of service, upgrade and maintenance



$5 Million Dollar Room
vs.
$1 Million Dollar Room
plus higher and FTE cost

# IDI Sales Strategy - Vascular

## Benefits of Integration

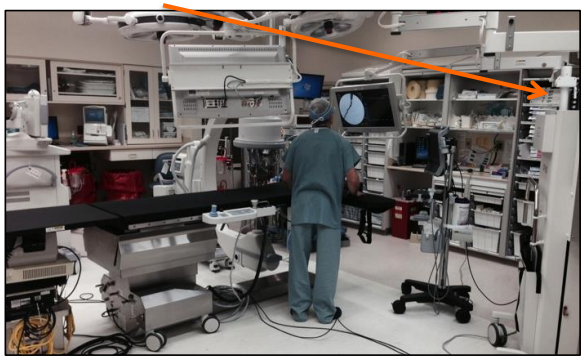
- Gets the monitor cart out of the way
- Presents multi-modality images
- Images are consolidated and ergonomically presented
- No planning or construction costs
- “360 degrees observation” -easily moving from one side of the table to the other
- Tech access to monitor cart

### Contra-lateral or rear facing

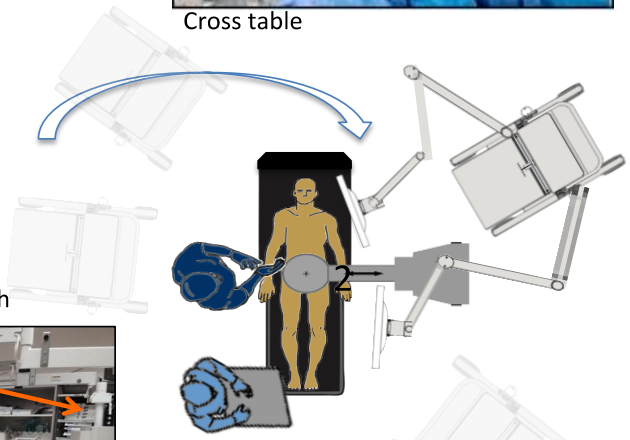
The MDS is placed on the contra-lateral side with the C-arm, stacked, side-by-side or located at the foot or head of the table for cross table viewing.

Multi-modality Imaging

Reverse the MDS and arms to extend reach



Cross table



Opposite side split

Stacked or Side-by-Side

Clinical placement is driven by procedure need and the rooms layout.

# Strategies for Success

Urology

GI

Vascular

Video Integration

# New Integration Products

ilex 55

See the Difference

# Ilex 55 Concept

## It’s not just about the size

**SD**
(720x576)
FSN 19”

**HD**
(1280 x720)

**Full HD**
(1920x1080 or 1280x1024)
FSN 24”, 26” and 32”

**UHD**
(3840 x 2160)
FSN 31.5” and 55” 4K

# Technology

- A pixel is tiny area of illumination that is comprised of red, green and blue “lights”. These lights are changed (lower higher shades) and when combined with thousands of other areas combine to form a picture. The smaller the pixel size the sharper the image
- The number of pixels (bits of information horizontally and vertically) a monitor has is a big factor in determining the monitor’s image quality
- To be true 4K (ultra-high definition UHD) the source input and monitor have to have to be 4K, however more bits (pixels) of information in the same area will produce a sharper, cleaner picture
- Higher resolution monitors reduce the space in between each pixel and pack smaller pixels in the same space

**4K UHD monitors have 4X’s the number of pixels than a 1K HD monitor**

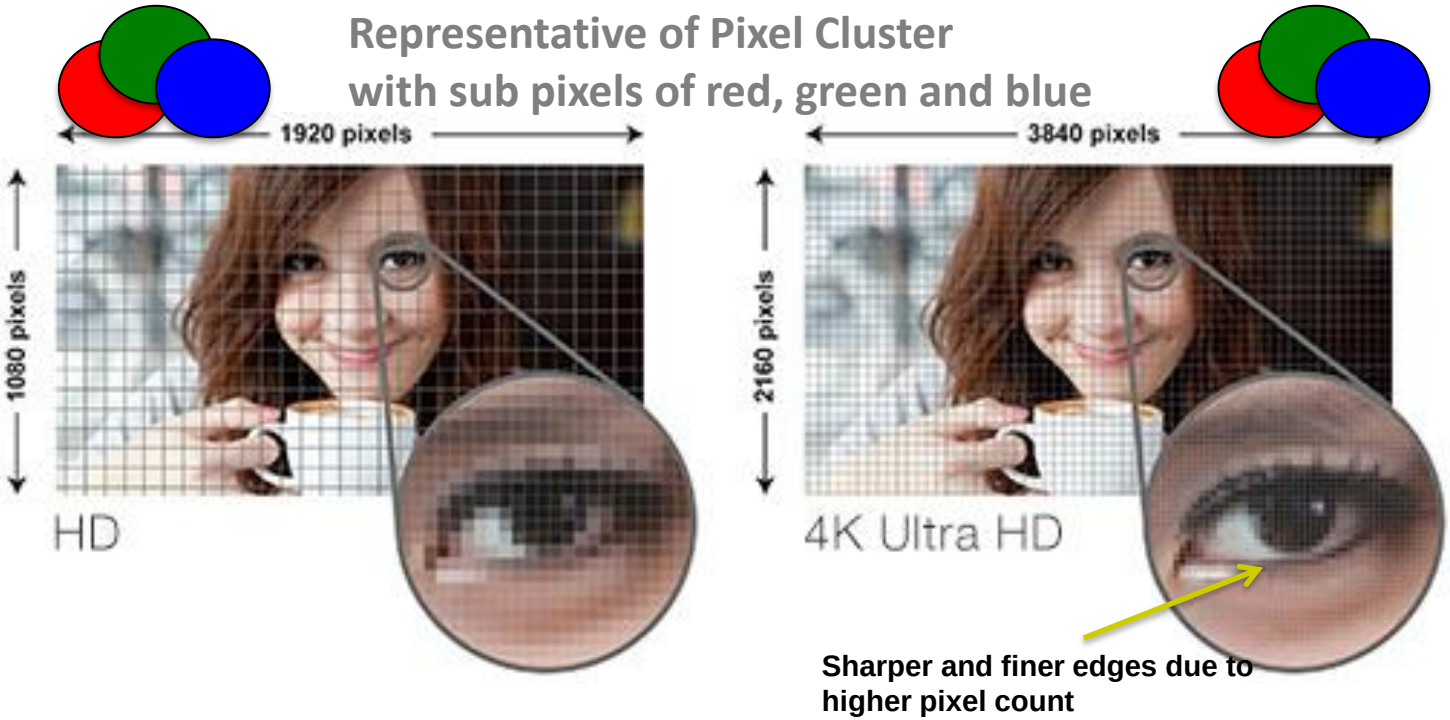
Typical 1K monitor pixels = 1920 lines H X’s 1080 lines V = 2.07 million pixels
Typical 4K monitor pixels = 3840 lines H X’s 2160 lines V = 8.03 million pixels

# See the Difference

Each square below represents a pixel, each pixel is composed of 3 sub -pixels (red, green or blue). Increasing or decreasing the amount of each sub-component color creates the basis of color for that "square". Between each "square" there is a black space that is reduced as more pixels are packed into the same area blending colors together.

**HD Screen**
Fewer pixels and larger black spaces between each square

**UHD 4K Screen**
More pixels that are densely packed together



# Enhancing Detail

The ilex55 is equipped with 4 calibrated medical grade scalars that clean up and upscale lower resolution images onto a 4K matrix.  You're not projecting a true 4K image, you are cleaning up (like photo shop) what you have and  providing a cleaner sharper image and with an enhanced color palette. This means each pixel contains a broader spectrum blues, greens, reds and gray shades to develop a color.

## Low Res HD

## Low Res + 4K Monitor

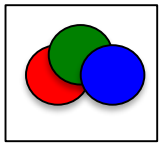
Sharpens image, improves contrast

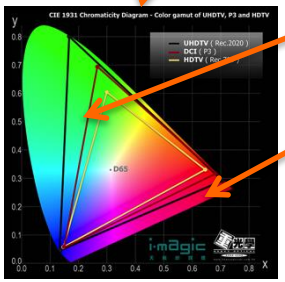
# Key 4K Advantages with HD Inputs

## ➢ Expanded Color Pallet

4K systems have the ability to produce more shades of blue, green and red. Naturally this expanded color pallet jumps out with a 4K source but there are still inherent values that can be seen with a HD source on a 4K screen.

**Pixel = 3 "diodes"**

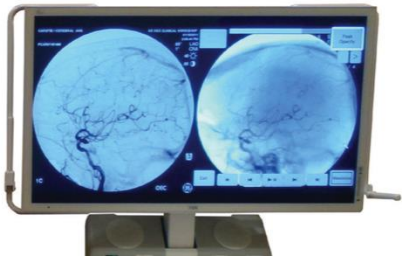





**8 bit HD = 8 shades of Blue**
**10 bit UHD = 10 shades of Blue**
**12 bit Ultra UHD =12 shades or Blue**

## ➢ Dose Reduction

ilex55 customers have stated that they use the C-arm mag function less because of enhanced image quality under normal fluoro with a much larger image (2.5 times larger)



## ➢ Image Clarity

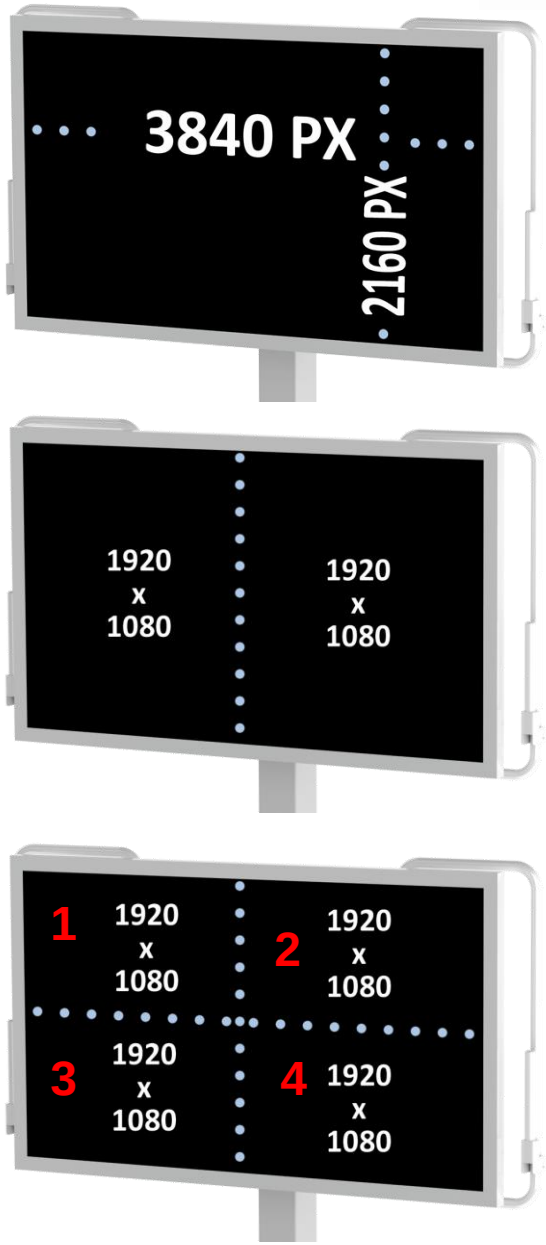
HD images on a 4K monitor don't jump out like they would with a 4K source, but most customers respond to an increase in sharpness and clarity. More pixels and colors make a cleaner picture.


## ➢ 4K Ready

The Market is moving to 4K and with the ilex55 your customers are ready for that change

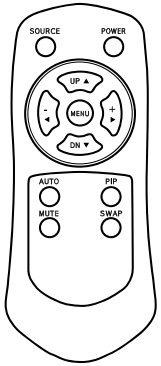
# Ilex55 Resolution Chart Sub Menus

- Pixels and lines of resolution are fixed by the monitor's glass or panel.
- The ilex 55 monitor has 3840 horizontal pixels x 2160 vertical pixels
- 4K Area Total = 3840x2160 = 8.3 million pixels
  HD Area Total = 1920X1080 =2.07 million (normal HD)
- As images are inserted and PIP 'ed the lines allocated for that space are divided from the whole.



# Ilex55 Remote Control Operation

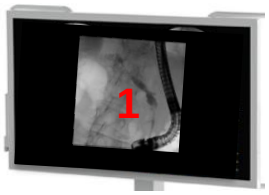
Source




Ilex55 systems have a Remote Control that provides finger tip image management

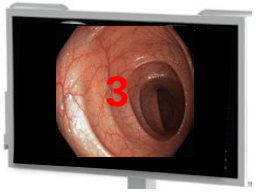
PIP

Single Source Selection



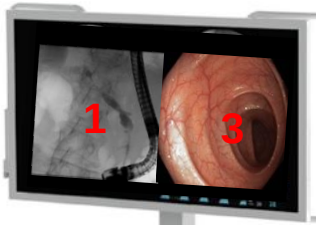

or


or

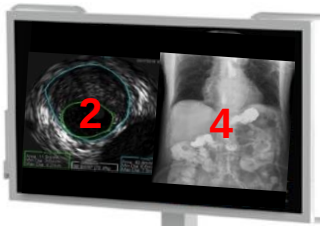



or

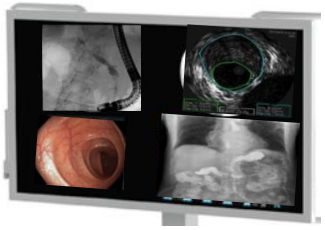

Side-by-Side Source Selection PIP




or




Quad Mode Source Selection PIP Quad



# Demo Responses

## Demo Comments

*"What do you do to make the images so good?"* *Vascular Doctor CA.*

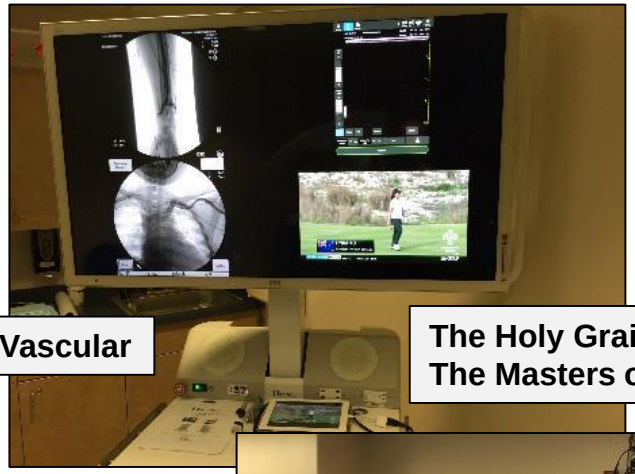
*"WOW! Take a picture of that screen, I want it for my section meeting!"* *Neuro Doctor IL*

***Note:*** *He went to the OR Director told them to buy it, and took a video to his section meeting (at a hospital across town). Oh…… he wasn't ́t even part of the original demo need*

*"I don't need to mag my images with the size of those images"* *Vascular Doctor GA*

*"I will move all my ERCP's to this hospital if they buy this"* *G.I. Dr. Indianapolis IN*

*" I am so glad I waited to complete the other room and didn't buy a second (competitive product). The Ilex is a far more superior product with better capability and certainly more cost effective" Business Director, Detroit Area*



**Vascular**

**The Holy Grail in Surgery**
**The Masters on the tube**

**Neuro**

**Replacing Competition**

# See the Difference!

**Sharper, Cleaner and Bigger Images**

## Urology Product Solutions

1st Solution Choice - **MDS + 100UCPlus**
2nd Solution Choice - **MDS D + shelves + UC Plus**
3rd Solution Choice - **ilex55 + UC Plus**

- The perfect solution for those doctors that want larger, crisper images ergonomically presented and greater flexibility than any fixed system can provide.
- Up to 4 images displayed and allowing for a reference images or ultrasound images that can add more utility to the room.
- Easier patient access and egress while minimizing cart and camera movement and removing multiple carts from the surgical site.

# Best In Class Solutions for GI

## GI Product Solutions

**ERCP Rooms**

1st Solution Choice - **ilex55 + RTL**

2nd Solution Choice - **MDS + RTL**

3rd Solution Choice **- MDS D = RTL**

**General GI Room**

1st Solution Choice **– ilex32 General GI Endo Room**

- The MDS is the prefect imaging platform to consolidate Images from multiple sources and project in a ergonomic location.
- Frees up critical space round the GI stretcher providing space for the nursing staff to attend patient needs
- Doesn't't disrupt the critical ergonomic relationship between the doctor or the workspace
- Eliminates the monitor on a stick
- Ilex32 will be cheaper than competitive models
- Footprint = to the air space as well

# Best In Class Solutions for Vascular

## Vascular Product Solutions

### OR

1st Solution Choice - **ilex55 + ISR or 4T**
2nd Solution Choice - **MDS + ISR or 4T**
3rd Solution Choice **- MDS D + ISR or 4T**

### OBL

1st Solution Choice - **ilex55 + ISR (roll for C02 or oblique) or 4T**
2nd Solution Choice - **MDS + ISR or 4T**
3rd Solution Choice **- MDS D or ilex55 or ilex32 + 4T or 100-4**

.

- Reduces clutter around the table, and enhances patient access by consolidating various carts.
- Presents maximized fluoro, hemodynamic and ultrasound images.
- May improve fluoro image quality.
- Increases the size of the fluoro image
- Easily moves from one side to the other for 360 degree viewing






# The IDI Value Proposition

***Sell Them and Forget Them!***

## *IDI Products Are:*

- Simple by Design
- Reliable and Easy to Service
- USA built and Stocked in the USA
- Market Leading Features
- Veteran Owned (Certified)

# Image Diagnostics, Inc.

*Manufacturer of Quality Medical Equipment*

**Company confidential. For authorized dealer internal use only.**