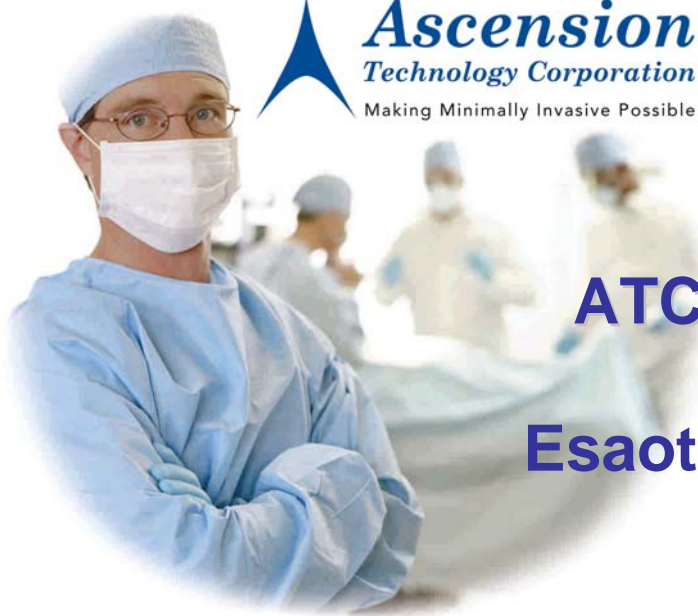


## PRESS RELEASE



**Ascension**  
Technology Corporation  
Making Minimally Invasive Possible

PO BOX 527  
BURLINGTON, VT USA 05402  
www.ascension-tech.com  
802.893.6657

MEDIA CONTACT  
ANNA W. JANUSZCZYK  
[ajanuszczyk@ascension-tech.com](mailto:ajanuszczyk@ascension-tech.com)  
802.893.6657 X10

# ATC Sensors - Helping Guide Esaote's Virtual Navigator

## New Fusion Ultrasound Product to be Showcased at RSNA 2009

**BURLINGTON, VERMONT; November 20, 2009:** Ascension Technology's magnetic localization sensors are a key component of **Virtual Navigator** - a new fusion ultrasound product developed by **Esaote**, a leading producer of medical diagnostic systems.



**Esaote's MyLab™ Gold ultrasound platform linked with Virtual Navigator technology for image fusion and needle guidance.**

images, Virtual Navigator overcomes physiological and physical limitations that usually restrict the effectiveness of ultrasound scanning. In the process, it provides physicians with greater confidence in assessing form and structure in ultrasound images.

Esaote, headquartered in Genoa, Italy, is one of the first developers of fusion imaging - the combination of real-time ultrasound with pre-acquired second images (e.g.: CT, MRI, PET) for improved procedural vision. Virtual Navigator will be presented at the upcoming RSNA Conference in Chicago, November 29 – December 4, 2009.

Virtual Navigator combines the advantages of real-time ultrasound imaging with high-resolution CT/MR image scans. By “fusing” real-time ultrasound images with previously acquired

Claudia Valle, Ultrasound Strategic Marketing Manager, notes that Esaote's choice of Ascension as a long-term partner is due to the high functionality of its magnetic trackers for medical applications. "The trackers give us high accuracy, low sensitivity to magnetic field distortions, ease of use, as well as a wide range of miniaturized sensor dimensions to best fit our ultrasound transducers."

Valle further states, "Virtual Navigator itself has been designed thanks to Ascension's tracker technology. Esaote's continued R&D will follow Ascension's technological improvements to provide more accurate and safer devices. Our ongoing goal is to always improve diagnostic confidence and patient care."

Jack Scully, Ascension's Vice President of New Business Development, states, "Esaote was one of the first companies to clearly see the clinical benefits of sensor-driven ultrasound procedures. We look forward to making additional technological innovations based, in part, on Esaote's clinical insights."

**Esaote (RSNA Booth #2629, South Building - Hall A)** is one of the top ten biomedical companies in the world. It is well established in Europe as a leading ultrasound manufacturer and internationally acknowledged to be the world leader in dedicated MRI. The Esaote Group is also one of the main players in the sector of Information Technology for healthcare. More information about Esaote and its products can be found at [www.esaote.com](http://www.esaote.com).

**Ascension Technology Corporation (RSNA Booth #4703, South Building - Hall A)**, based in Burlington, Vermont, USA, is the universally acknowledged leader in "GPS-like" locators for the human body, a key component in image-guided procedures. More information about Ascension guidance, localization, and navigation sensors is available at [www.ascension-tech.com](http://www.ascension-tech.com) or from Trish Scott at 802-893-6657, ext 34.

*Biomedical references and medical procedures described here are examples of what can be accomplished with tracking and imaging technology once developers and users have complied with all pertinent FDA/CE/IRB directions.*

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