



PRESS RELEASE

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

MEDIA CONTACT
Anna W. Januszczuk
ajanuszczuk@ascension-tech.com
802.893.6657 x10

Magnetic Sensors Power 3D Ultrasound

Ascension to Demonstrate Image Fusion and Biopsy Needle Guidance with GE Healthcare's LOGIQ E9[®] at RSNA 2010

BURLINGTON, VERMONT, USA; November 18, 2010. **Ascension Technology Corporation's** microminiaturized magnetic sensor (0.9 mm in diameter) is enabling biopsy needle tip guidance and image fusion for GE Healthcare's LOGIQ E9 ultrasound system. Ascension will show the power and simplicity of the integration in its booth at the Radiological Society of North America (<http://rsna2010.rsna.org/>) Annual Conference in Chicago, at McCormick Place, November 28 - December 2, 2010.

Ascension developed the world's smallest six degrees-of-freedom sensor for medical procedures requiring precise navigation of medical instruments to targets within a patient's body. We now provide the sensors to GE and other ultrasound companies for volumetric measurement, fusion of pre-acquired and real-time imagery, biopsy/aspiration /injection needle guidance, and ablation probe localization.



Ascension's DC magnetic sensors track GE's LOGIQ E9's probe and a CIVCO eTRAX needle toolset for real-time guidance of a biopsy needle to an anatomical target, as shown in this gallbladder procedure. (Image courtesy of CIVCO Medical Solutions)

The GE imaging and targeting breakthrough uses magnetic sensors for instantly finding the optimal angle and entry point for percutaneous aiming of needles to internal patient targets. The needle's tip is referenced to a second sensor(s) attached to the ultrasound probe. In this way, the path to a target can be determined and visualized even before the skin is penetrated. During the procedure, the system graphically displays the needle's position and trajectory as an overlay on the image of the scan plane.

GE Healthcare provides a broad range of products and services enable healthcare providers to better diagnose and treat cancer, heart disease, neurological diseases and other conditions earlier. GE Healthcare is a \$17 billion unit of General Electric Company (NYSE: GE). Worldwide, GE Healthcare employs more than 46,000 people committed to serving healthcare professionals and their patients in more than 100 countries. For more information about GE Healthcare, visit <http://www.gehealthcare.com/>

Ascension Technology Corporation is a professional 3D tracking company specializing in navigation and guidance devices for medical instruments. Its optical and magnetic tracking devices are key enabling technology for image-guided procedures. Ascension's magnetic sensors are currently used for needle tip navigation, volumetric measurement, and image fusion by leading medical device companies including GE Healthcare, Hitachi, Esaote, Ultrasonix, CIVCO, and many others. For more information, visit: <http://www.ascension-tech.com/>

3D tracking and imaging technology are authorized for medical only in compliance with all pertinent FDA/CE/IRB directives.

-- END --