In this issue:
Extended Focus on AI and what deep learning companies have to offer!
The guide to imaging technology and informatics in Europe

RADBook gives an overview about the most innovative diagnostic imaging systems for radiologists, cardiologists and managing directors of hospitals in Europe. Whether a new radiology department is to be established or radiological equipment has to be replaced, the RADBook guides you through digital mammography, digital X-Ray equipment, CT, MR, Ultrasound, PACS & RIS solutions and other equipment.

Every chapter starts off with an article presenting trends, developments and innovations in the specific sector followed by an overview about the products plus accessories.

Starting with this year’s RADBook edition you will read about AI and deep learning companies which recently introduced new technologies to help radiologists quickly identify and diagnose suspicious lesions in various organs or ischemic strokes.

RADBook picks up trends and now also shows solutions for:

- **Artificial Intelligence**
- **Business Intelligence**
- **Dose Management**
Neuro applications from Philips MR

Elevating neuro diagnostics for clarity and insight

As the human body’s most complex organ, the brain has been a source of fascination for physicians and scholars for centuries. In recent years, scientific advancements and innovative technologies have enabled researchers and clinicians to explore the brain and diagnose neurological disorders more effectively.

Philips believes that magnetic resonance imaging (MRI) is in a unique position to address neurological disorders. By visualizing intricate structures and helping clinicians track changes in the brain, MR can deliver vital insights into conditions such as brain tumors and vascular disease. Advanced visualization applications help physicians review complex, multi-dimensional data to make informed diagnosis and treatment decisions.

Against this background, Philips is this year introducing a suite of neuro diagnostic tools, ready-to-go analytics applications supported by a team of healthcare experts. Ready-to-go analytics applications comprised of the Centricity Universal Viewer, the Healthcare Analytics Solution, and the Centricity Clinical Archive solution.

Your guide to keep you up-to-date in diagnostic imaging

Sagittal 3D Black Blood Imaging (VmaxPLR), resolution 0.8 x 0.8 x 0.8 mm, scan time 4:39 min, Philips Ingenia 3.0T

Axial 3D Black Blood Imaging (vasculitis), isotropic resolution 0.7 x 0.7 x 0.7 mm, scan time 4:20 min, Philips Ingenia 3.0T

Personalized treatment paths for more differentiated, unique care that is tailored to the needs of each patient. Making healthcare fit individual requirements is a key approach not only paving the way for evidence-based outcomes, but also facilitating care that is in line with patient-specific imperatives.

1 Definitive is defined as features that are expected to deliver alternative contrasts, functional or diagnostic confidence by supporting 3D brain imaging with high-resolution 3D and 3D isotropic imaging.

2 Compared to Philips 3D T1w scan without MSDE pre-pulse.

3 Over the complete imaging volume. Plus, 3D isotropic acquisition enables reformats in any plane (including oblique) within just five minutes.

4 These results are based on PET – CT and SPECT-CT comparison and Philips’ datasets.

5 With a reduction of the intra-lumen brain wall thickness from 2.4 mm to 0.3 mm.

6 Including data from all CT and MRI systems, Philips, GE, Siemens, Philips and GE.

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10 Including data from all CT and MRI systems, Philips, GE, Siemens, Philips and GE.
RADBook online: www.healthcare-in-europe.com
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€ 900.–

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For more than 12 products entries prices on request

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Plus full package (incl. online)

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**RADBook as ePaper**

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*Extra: colored overlay: + € 250

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**Deadline for product entries and booking:**
January 26, 2018

**Advertising copy deadline:**
February 2, 2018

**Publishing date:**
February 28, 2018
Frequency / Distribution

Frequency: once a year for ECR in Vienna

Distribution in total: 21,500 copies

Distribution by direct mail, individually addressed:
(Radiologists, Cardiologists, and Managing Directors) 17,000 copies

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Circulation at fairs and congresses: 4,000 copies
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