

Philips unveils breakthrough ultrasound 3300 system in India

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Royal Philips has launched the Ultrasound 3300, a new innovative ultrasound series tailored for Obstetrics and Gynaecology (OBGYN), General Imaging and Cardiovascular Imaging procedures. Through this breakthrough technology, Philips offers clinicians and doctors in India a powerful combination of performance and workflow optimisation for quick and efficient diagnosis with low operating costs.

The Ultrasound 3300, series is a versatile system and delivers exceptional image quality across a variety of clinical applications such as OBGYN, Cardiology and General Imaging. The system is ergonomically designed to ensure high patient throughput and enhanced user and patient comfort.

Commenting on the launch of the product, Chhitiz Kumar, Business Leader, Precision Diagnosis and Connected Care, Philips Indian Subcontinent said, "The Ultrasound 3300 is the perfect system for start-up clinicians looking to set-up their first OBGYN centre or even as a second system in a well-established centre, to help manage their workloads. Engineered at the Philips Innovation Campus in Bengaluru, this system is also a testament to Philips' focus on India as a strong and growing Ultrasound market."

The Ultrasound 3300, system delivers path-breaking features including Automatic Follicle Counting on 2D probes, which reduces cost for customers and improves throughput in clinic set-ups. Small private and public hospitals as well as private obstetrics and gynaecology clinics which are often challenged by a lack of funds, high waiting times, and space constraints will benefit from the capabilities of the Ultrasound 3300. The affordable system also comes equipped with Nuchal Translucency (NT) Assist feature, which automatically measures the thickness of the nuchal translucency during first trimester scans. This feature also helps in streamlining the workflow while helping to increase reliability of the measurement. The Ultrasound 3300, offers the Auto Ejection Fraction feature, increasing the diagnostic confidence for cardiologists. It also comes equipped with the largest-in-class 21.5-inch LED Monitor which provides enhanced image resolution and folds down for easy transportation.

The state-of-the-art system also consists of advanced applications like contrast imaging and needle enhancement features. The new generation algorithm of the machine reduces speckle noise while enabling physicians to get natural and smooth images.