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LifePrint 3D introduces new dimension in medical imaging with launch of FirstEmbrace

18 November 2026 | News

Bringing US-based medical imaging technology to India, LifePrint 3D combines artificial intelligence, advanced image processing and 3D printing



Mumbai-based medical technology venture LifePrint 3D, co-founded by radiologists Dr Anand Bherwani, Dr Sandesh Rothe and Dr Sheetal Kabra, is bringing US-based medical imaging and 3D printing technology to India with the launch of FirstEmbrace. Its flagship service transforms an existing 3D or 4D ultrasound scan into a personalised, physical three-dimensional keepsake of an unborn baby's face and upper body.

Across the world, researchers and technology developers have explored ways to convert three-dimensional ultrasound data into physical models. Unlike CT and MRI, ultrasound presents particular challenges. Image noise, shadows, foetal movements, variations in image quality, and incomplete anatomical boundaries can make accurate three-dimensional reconstruction difficult and time-consuming.

Beyond pregnancy keepsakes, LifePrint 3D is also developing physical anatomical models from suitable CT and MRI datasets. These include models of the heart, lungs, airways, liver, kidneys, brain, spine, bones and vascular structures. Such models can make complex anatomy easier to visualise, explain and understand. They could support medical education, anatomical demonstrations and discussions between doctors and patients.

FirstEmbrace is a non-medical, non-diagnostic personal keepsake. It does not replace medical imaging, clinical reports, professional interpretation, or the judgement of a treating clinician. The models are intended only to preserve a visual memory and are not meant to be used for medical assessment or decision-making.