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Carestream Health India at its best at the 67th IRIA Congress

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Carestream Health India displayed some of its novel radiology imaging solutions, which attracted interest of numerous imaging specialists, general medical community and healthcare administrators from across India and part of the world at biggest annual radiology event. The event was organized by the Indian Radiological $ Imaging Association (IRIA) - the 67th Indian Radiology Congress held at Agra.

Carestream booth was designed especially focusing around the theme 'A smarter Way forward' and had turned out to be one of the best both amongst others. Carestream took advantage of the event and showcased its latest innovation such as PACS solutions, the DRX-1 System, the DirectView Classic CR System and the DirectView Vita Cr System. The eye catching innovations were DryView 5700 Laser Imager and the DryView 6850 Laser imager.

"It was a result of the distinctive experience company had been able to create through its booth's design, personal interactions, demonstration of its industry-leading product range and the various branding, and media activities conducted during the congress" commented Mr Nilesh Sanap, manager marketing, Carestream Health India, on the huge response garnered from the customers at the expo.

Apart from the innovative solutions of Carestream, another area of interest was the demo station of Caresrteam's exclusive online journal 'e-Radiograph'. The event turned out to be a great networking platform for both Carestream and its customer. It provided visitors with an opportunity to experience Carestream's innovative radiology imaging solutions and a gave a insight how the course of performance can be changed.