



**2009 European Medical Imaging Display Monitors
Product Line Strategy Leadership Award**



“We accelerate growth”

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Award Description

The Frost & Sullivan Award for Product Line Strategy is presented to a company that has demonstrated the most insight into customer needs and product demands. The recipient company should have optimised its product line by leveraging products with the various price, performance, and feature points required by the market.

Research Methodology

To select the Award recipient, the analyst team tracks end-user requirements and market dynamics within the industry. This process includes interviews with suppliers, end-users, and industry experts. The product lines are compared with customer base demands, and the top-ranking provider is then presented the Award.

Measurement Criteria

In addition to the methodology described above, there are additional criteria used to determine the final competitor rankings in this industry. The recipient of this Award will have excelled in one or more of the following criteria:

- Introduction of new products, strategically positioned to balance the product line
- Ability to accommodate different market segments, or different markets within an industry by repurposing technology
- Enhancement of product offerings through optimisation of packaging, service, delivery, financing, and/or other value-added services
- Strategic technology or marketing acquisitions or alliances



VTS MEDICAL SYSTEMS®



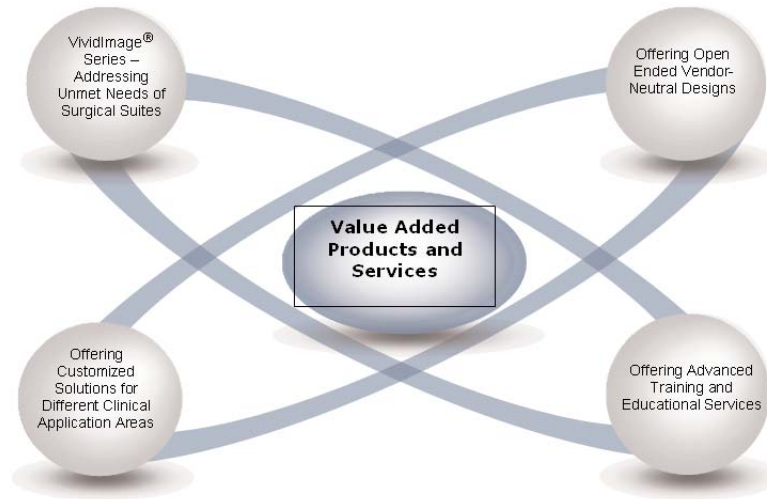
The 2009 European Medical Imaging Display Monitors Product Line Strategy Leadership Award is presented to VTS Medical Systems LLC, for its proactive approach in addressing the unmet needs of the European hospitals with its value added products and service offerings. With the development of the ergonomically designed VividImage® series, the company is set to achieve increased market penetration and customer base expansion in the European medical imaging display monitors market.

VividImage Series – Addressing the Unmet Needs of Surgical Suites

Headquartered in USA, VTS Medical Systems has been an innovator of several pathbreaking technologies for surgical applications since 1970. With the addition of the VividImage® 26HD to its existing product line in 2008, the company has been able to offer an ergonomic solution to address the daily challenges faced by the surgeons and Operating room (OR) staff. The display monitor scores ahead of the rest of its competitors owing to its superior circuit design. The circuit has been engineered in such a way that it is situated at a 45 degree angle diagonally behind the monitor. This ensures an advanced cable management system for the display by alleviating the torque acting on it. With this ergonomic design, the company has ensured that cable failure owing to mishandling of the wires is minimised in the critical environment inside the OR. The display monitor also dissipates all the heat generated through an enclosure thereby making it perfectly suited for surgical suites. Furthermore, the VividImage series meets crucial demands of the surgeons that include real time refresh rates; true live color rendition; fast monitor set-up and user defined contrast and color levels for various surgeons at a time. The design ergonomics also allows display functions to be changed from the front panel thereby saving critical time during surgeries.

Offering Value Added System Integration Services

The value proposition offered by VTS Medical Systems is further complemented by the unique system integration services offered by the company. The fact that VTS Medical Systems is both a product and service oriented company is its unique selling proposition in the medical imaging display monitors market. Apart from developing and supplying medical grade display monitors, the company is actively involved in designing and constructing ORs and Gastrointestinal procedure rooms. With several years of expertise, the company now pioneers in developing efficient solutions that allow state-of-the-art workplace and better room utilisation for surgical suites. This further adds to the value offering by ensuring better room turnover and more number of surgical or GI procedures per day per room. Furthermore, the company has also started offering its infrastructure services in the European markets. This includes space planning, cable design and electrical planning as well as IT infrastructure project management. The company employs highly skilled professionals to help hospitals with issues such as workflow productivity, equipment selection, room set-up that includes placement of observation camera and several other crucial requirements. The innovative infrastructure and system integration services now accounts for 75 per cent of its total revenue generation and is expected to play an important role in further expansion of its client base.



Medical Imaging Display Monitors Market: Analysis of the Value Proposition Offered by VTS Medical (Europe), 2008

Open Ended Vendor-Neutral Designs – Offering Value for Money

One of the several compelling factors about the products and services offered by VTS Medical is the added value for money that the end users benefit from. The company stands out with respect to the rest of the market participants due to the fact that its products and solutions are vendor-neutral. All the products developed by VTS Medical Systems are meant to coexist within the heterogeneous environment of an OR or GI room. The company allows integration of multi vendor endoscopic cameras to video conferencing systems thereby allowing surgeons to communicate and use the same for teaching purposes. The company allows better scalability of all existing devices within a hospital and designs its systems to ensure integration of future third party technologies to the same. This includes open ended solutions and system integration to allow the connectivity of the ORs to an existing PACS in the hospital.

Creating Niche Markets by Repurposing Technology and Services

Every system designed and integrated by the company is customised for different clinical applications. In the surgical display monitors market, where most products are categorised under one segment by vendors, VTS Medical Systems has made significant efforts in developing tailor-made solutions for different kinds of clinical procedures. This includes separate system designs for gastroenterology, ORs and cardiovascular procedures. Similarly within a surgical suite, the company has pioneered the designing of customised solutions for neurology, pediatric, orthopedic, gastroenterology, cardiac and general surgeries. This unique strategy developed by VTS Medical Systems has ensured a winning edge for the company over the rest of its competitors. This has further allowed the company to create niche market segments for itself in the European medical imaging display monitors market.

Offering Advanced Training and Educational Services for End Users

The company realises the importance of training and educating the OR staff as well as other engineers within a hospital to ensure quick technical support. The company therefore offers training programmes for biomedical engineers to propagate the basic fundamentals of audio-video technology in surgical suites. VTS Medical Systems also trains the biomedical engineers on quick diagnosis and troubleshooting of cable faults and other related breakdowns. The education services offered by the company also include monitor calibration, quick set-up of the display systems and resolution setting, all from the point of view of both direct and third party display monitors. This equips the

hospital staff with adequate knowledge and skills to ensure self sufficiency for most kinds of technical support and servicing. However, the company also employs field staff and engineers in Europe to provide quick after-sales support to when the hospital cannot troubleshoot on its own.

Conclusion

VTS Medical Systems has a thorough insight of the needs of the surgeons and clinicians and will hence continue to make further inroads towards achieving an expanded customer base. Frost & Sullivan believes the value added products and services as well as design intelligence implemented by the company will continue to win brand loyalty in the European markets. These cumulative factors make VTS Medical Systems the deserving recipient of the 2009 European Medical Imaging Display Monitors Product Line Strategy Leadership Award.

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.



About Frost & Sullivan

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