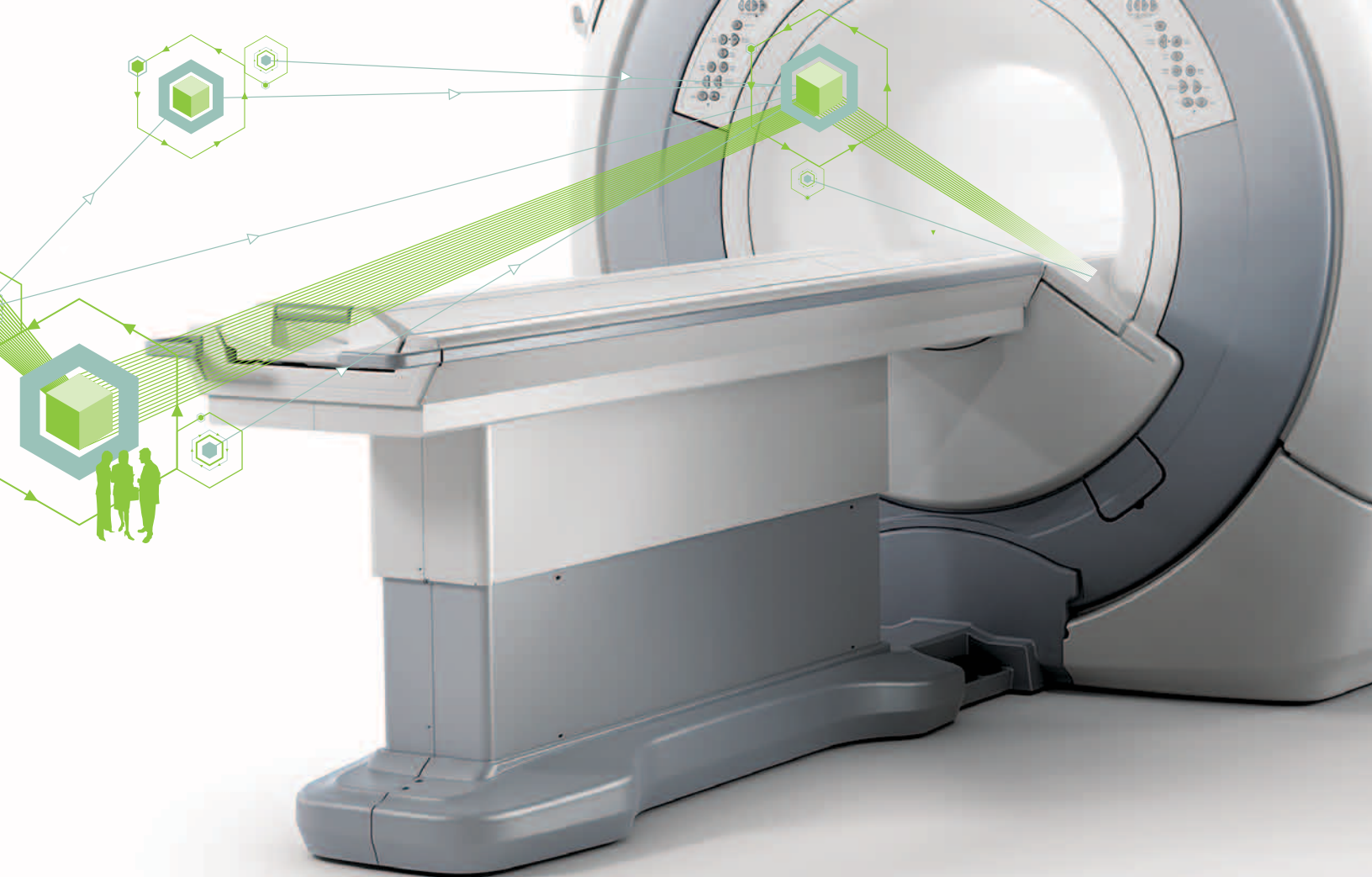


GE Healthcare

Balancing versatility and value

Introducing Optima™ MR360 1.5T



imagination at work

a product of
ecomagination™

Optima MR360 1.5T

Providing an innovative balance in MR

You know what you need from an MR scanner.

The new Optima MR360 is engineered around the high-definition platform you know and trust. It includes remarkable flexibility and efficiency to deliver benefits for everyone in your business:

- Technologists benefit from ease of use and confidence.
- Radiologists benefit from expanded diagnostic capabilities.
- Administrators benefit from satisfied patients, efficient throughput, and opportunities for growth.

Versatility

Application-rich, uncompromised imaging quality

Wide range of advanced software, surface coils, and application options

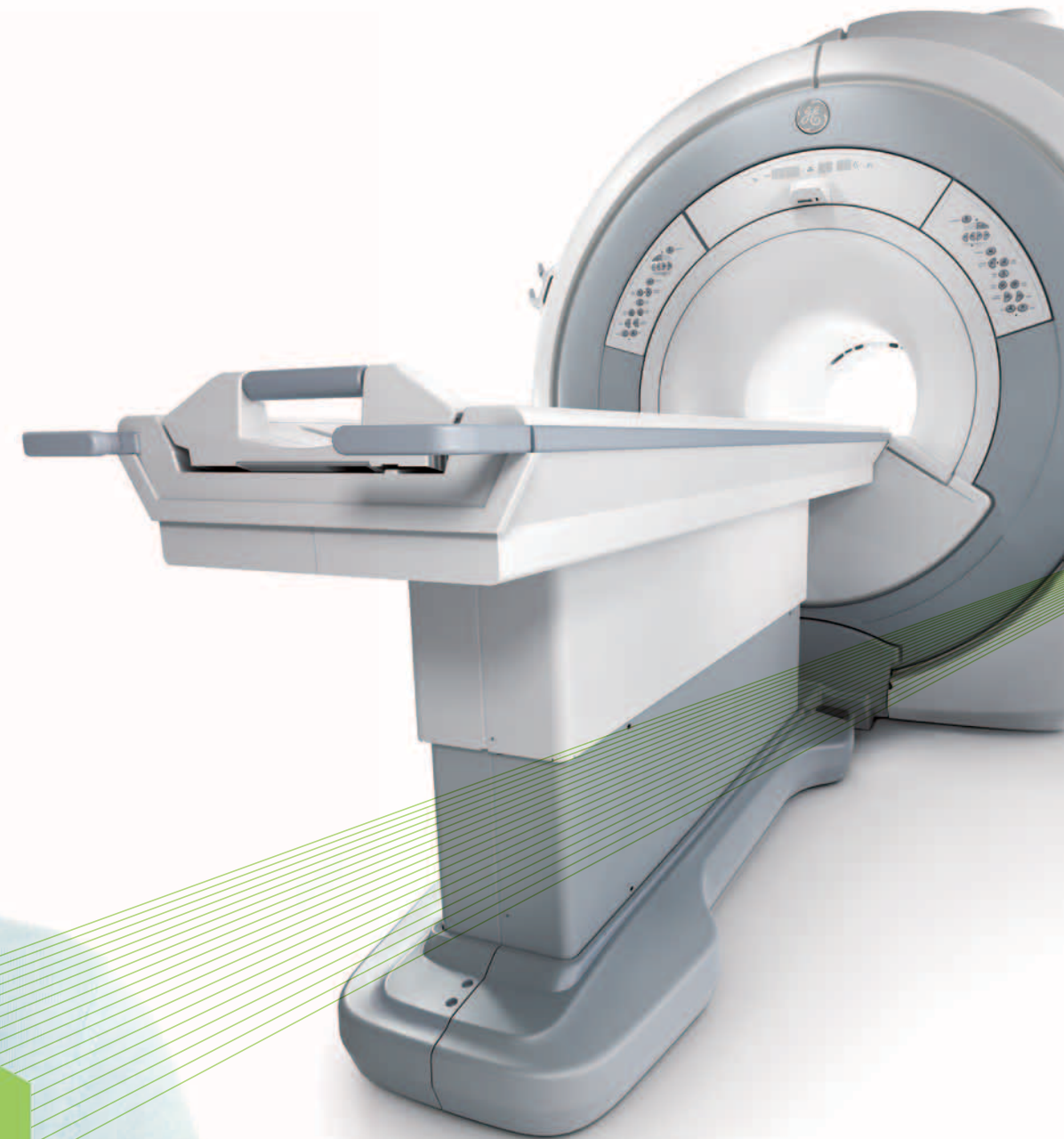
Adjustable levels of user control

Value

Easy to use—streamline scans & enhance productivity

Highly reliable system as part of the Continuum™ upgrade path

Energy-efficient, ecomagination product



The right balance of productivity and precision

The new Optima MR360 is well-suited for a wide range of MR scanning needs—with the ease of operation to help make your staff more productive.

For streamlining routine scans: The Optima MR360 incorporates express exam approach to MR. It includes many intuitive and automated functions that help increase patient comfort, operator confidence, image consistency, and professional satisfaction of your staff.



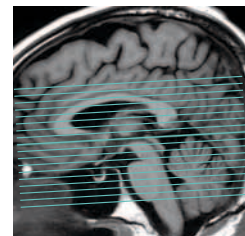
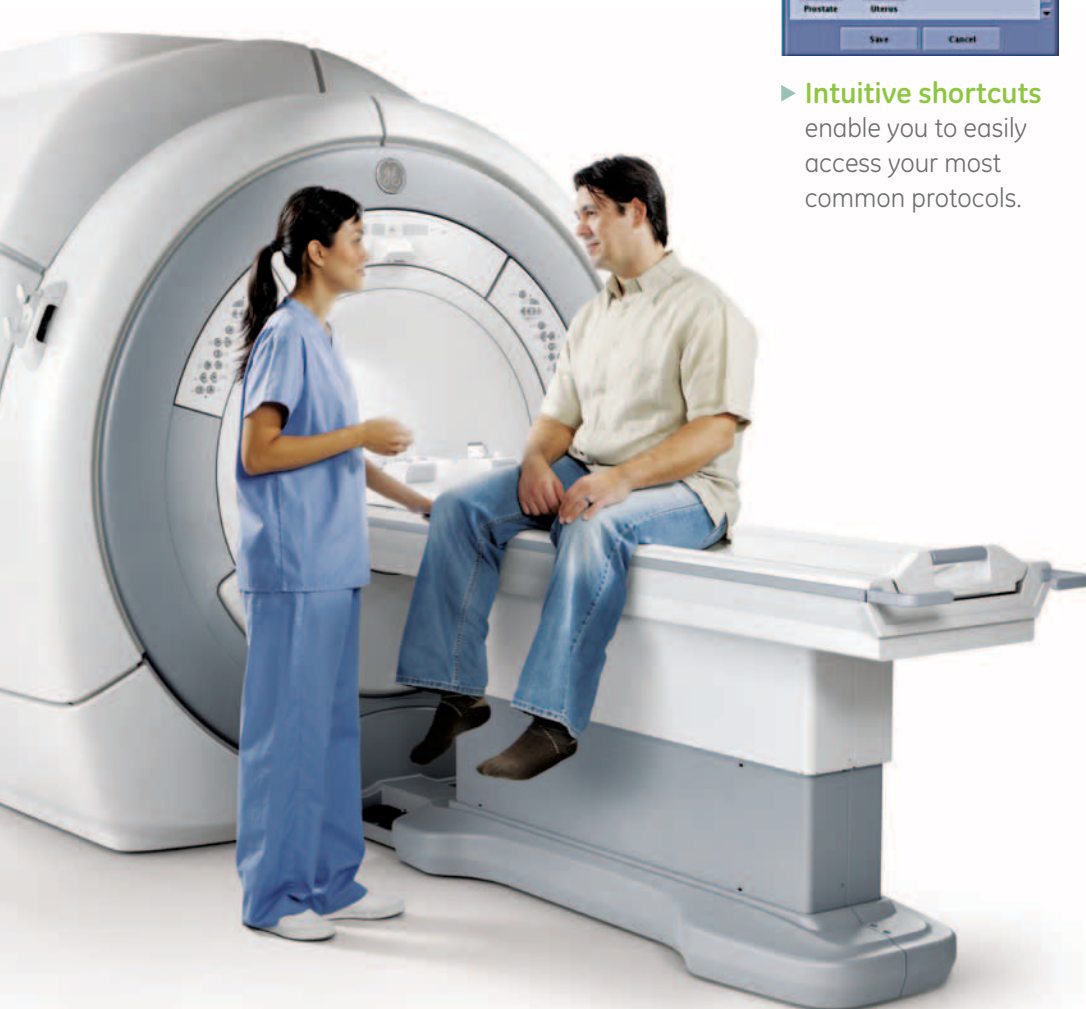
► Express Coil

Simplify workflow and reduce repositioning of coils between scans, without sacrificing signal-to-noise ratio (SNR).



► Intuitive shortcuts

enable you to easily
access your most
common protocols.



Ready Brain is

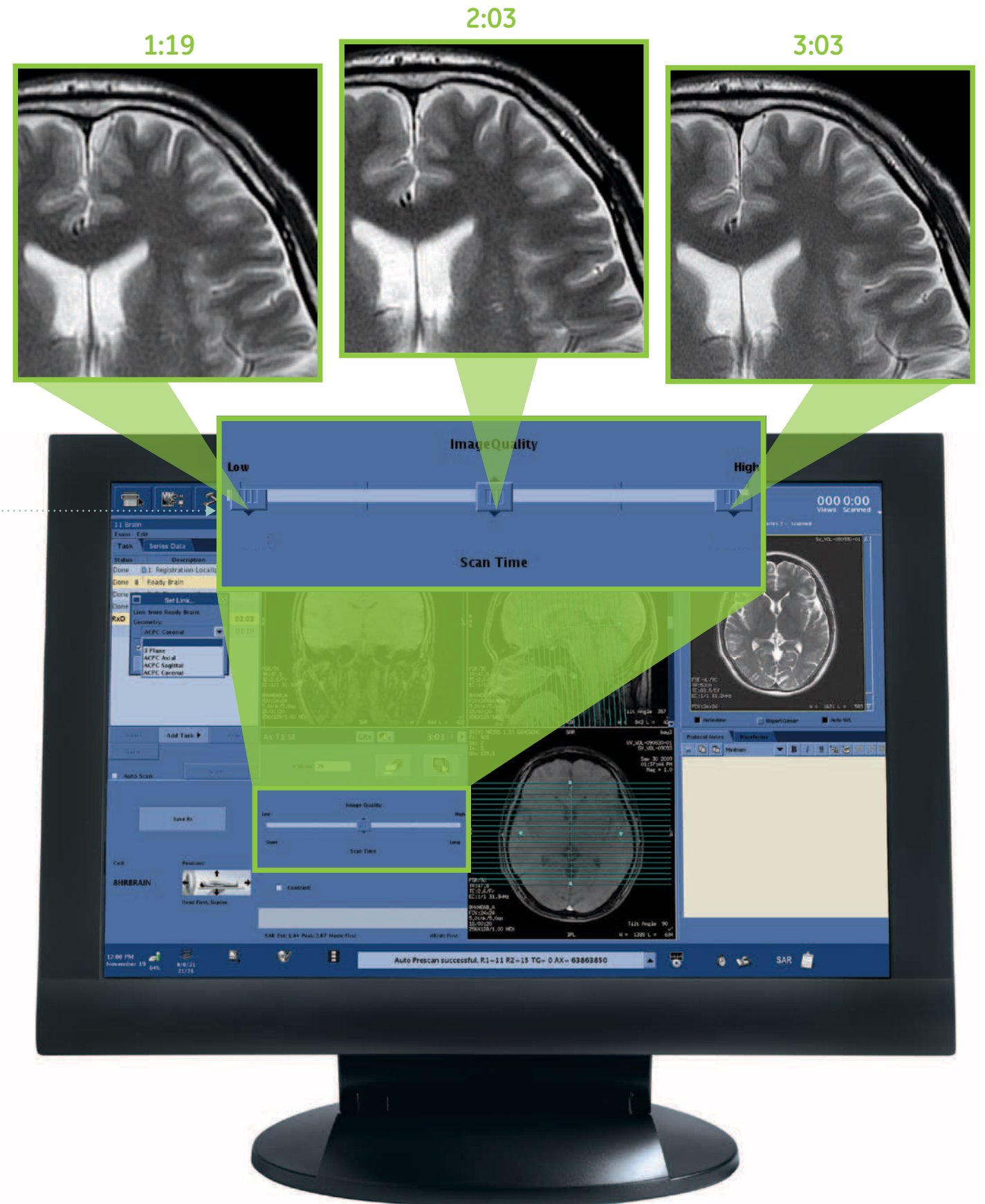
a new acquisition technique that automatically determines slice alignment for brain scans.

► Ready Interface

is a user-friendly control center that requires fewer steps to optimize scan parameters.

Ready Bar control

reduces 30 inputs
with a single control.
It simplifies scan
optimization for
new technologists.
Experienced users
maintain full control
of all parameters.



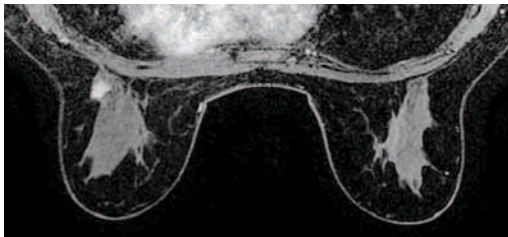
Always tipping the balance toward image quality

GE Healthcare has more than 25 years of experience in MR innovation and refinement. The Optima MR360 is a 33/100 gradient system that focuses all this expertise on increasing workflow without compromising the image quality you need for definitive diagnoses.

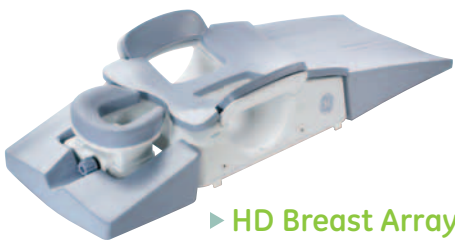
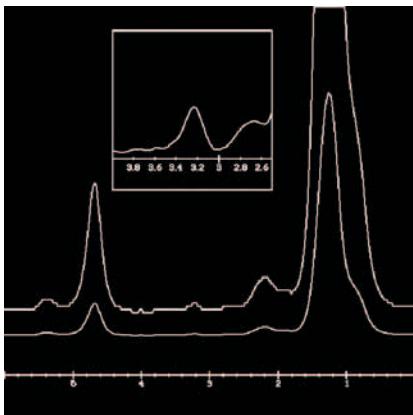
The Optima MR360 uses a full-field magnet and advanced software applications to provide high-definition, anatomically optimized imaging. It is engineered throughout for enhanced image contrast and reduced blurring—even for challenging areas, including breast, body, and vascular applications.

Breast-specific capability

As an example of commitment to quality, Optima MR360 offers the industry-leading combination of VIBRANT and BREASE breast-specific acquisition techniques, as well as an 8-channel Breast Array. Together, they achieve optimal fat suppression extremely high spatial detail and scanning speed in the axial or sagittal planes.



► VIBRANT and BREASE



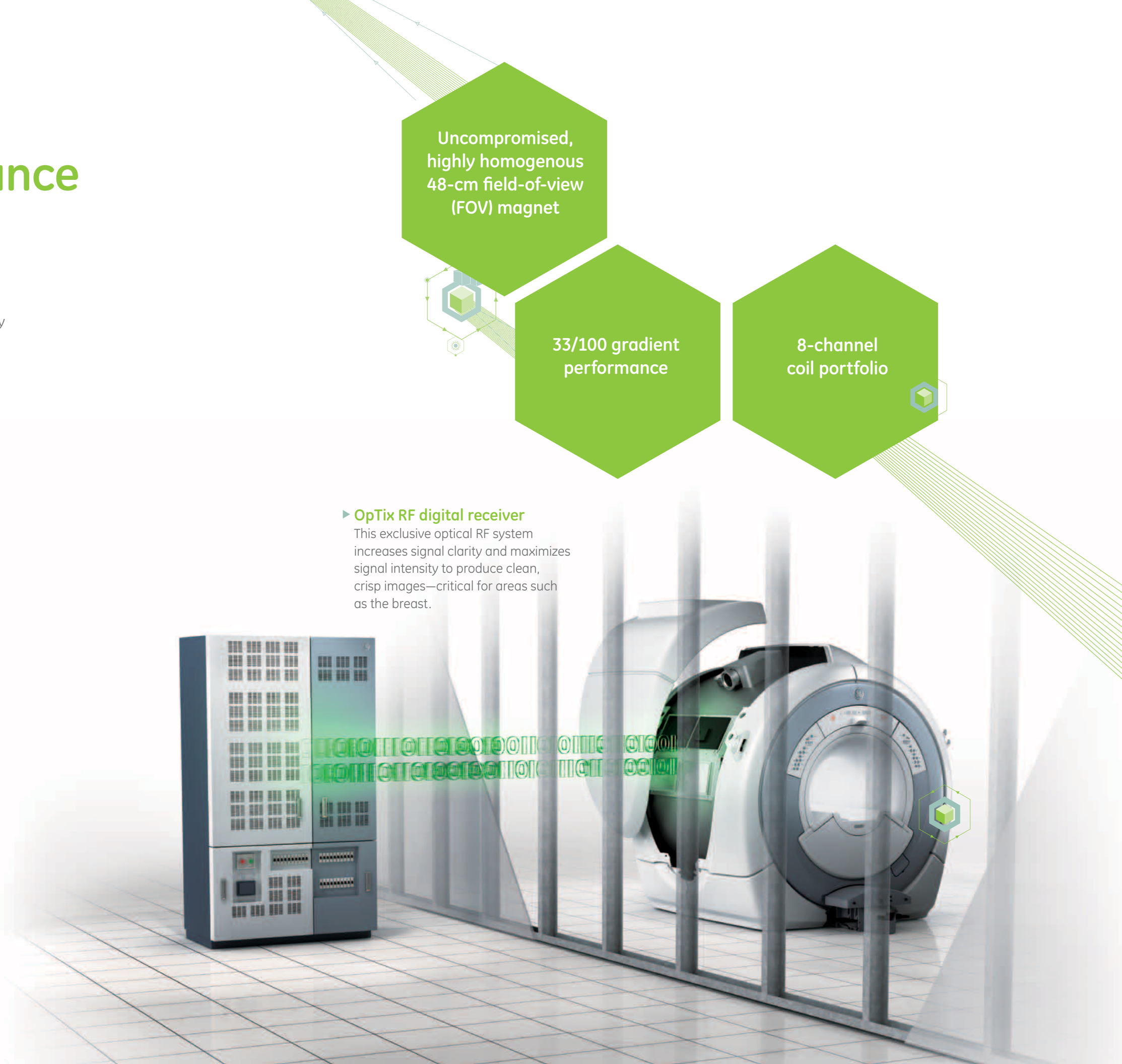
► HD Breast Array

Uncompromised,
highly homogenous
48-cm field-of-view
(FOV) magnet

33/100 gradient
performance

8-channel
coil portfolio

► **OpTix RF digital receiver**
This exclusive optical RF system increases signal clarity and maximizes signal intensity to produce clean, crisp images—critical for areas such as the breast.

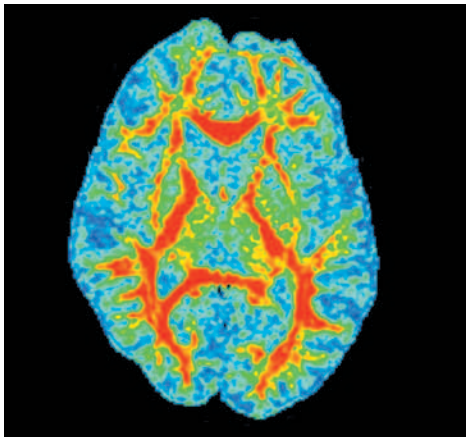
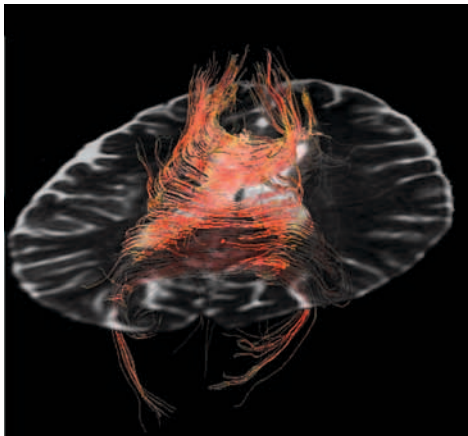
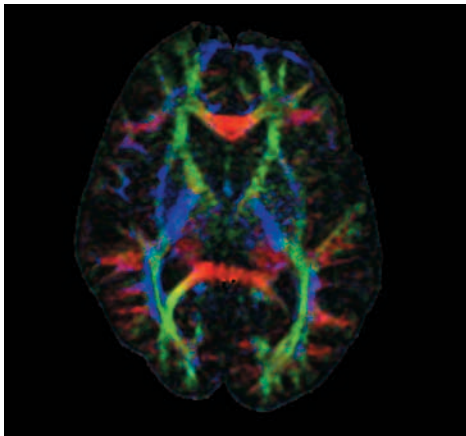


Versatility that provides the right balance of capabilities

The Optima MR360 enables you to take MR in the direction that’s best for you.

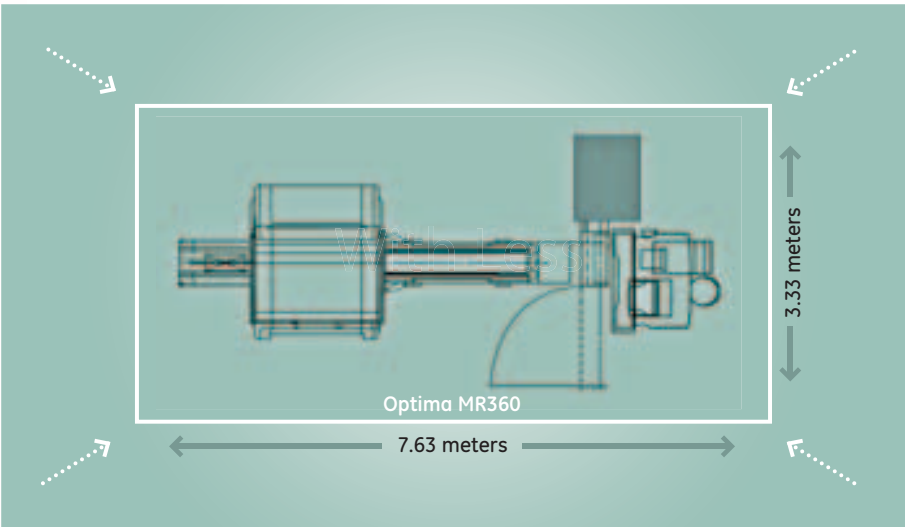
The Optima MR360 offers a wide range of advanced clinical applications and options to help you take advantage of specific opportunities for growth. It can extend traditional clinical capability with a broad range of advanced software applications, such as IDEAL, Cube, and the Inhance suite of non-contrast MRA applications.

All can help advance your capabilities and reduce exam time while improving reproducibility—and help achieve success for your business.



DTI/Fiber Trak
The Optima MR360 delivers uncompromised, high-resolution, 20-direction diffusion tensor images. DTI/Fiber Trak visualizes white matter trajectories in the brain and generates directional FA maps, as well as 3D white matter projections.

The strong gradient performance of the Optima MR360 enables the ability for exquisite DTI outputs.



Balancing big results with a small footprint

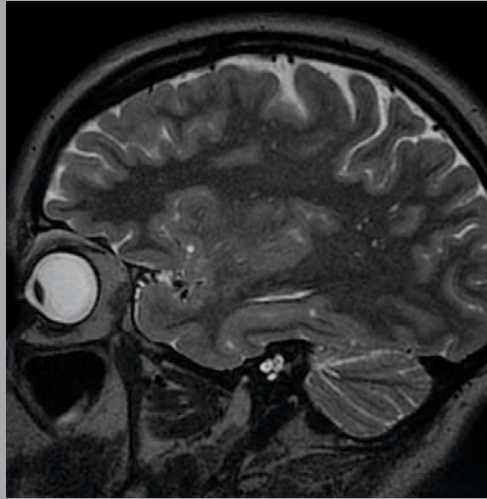
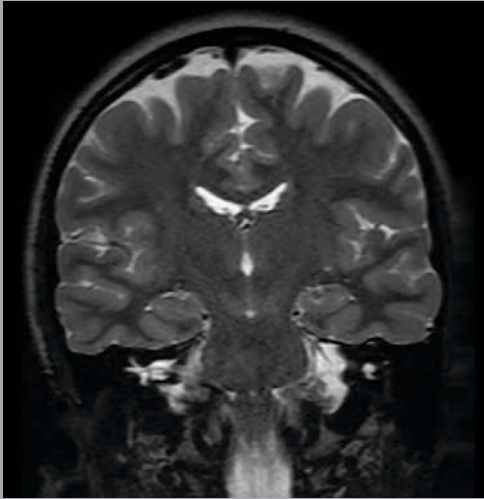
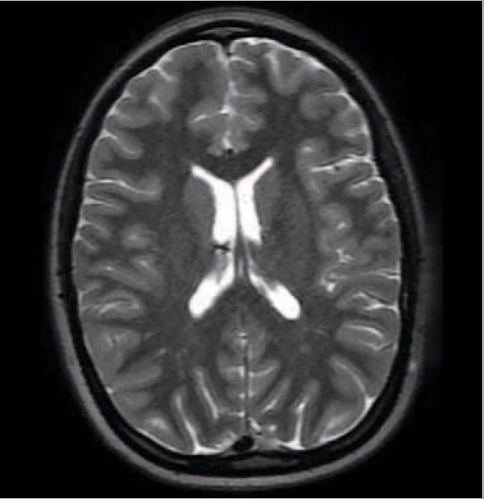
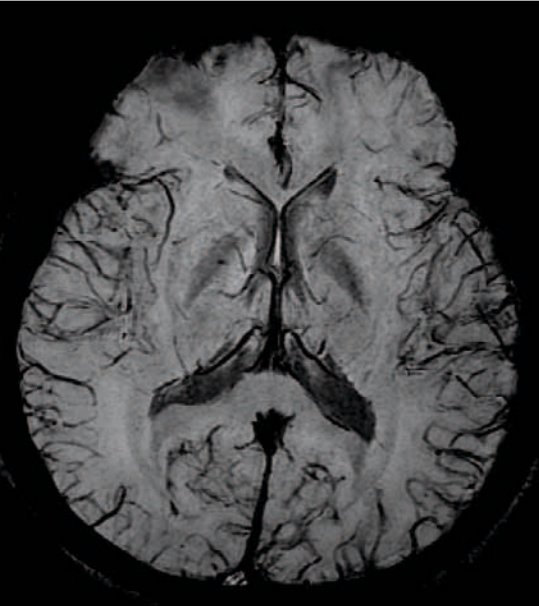
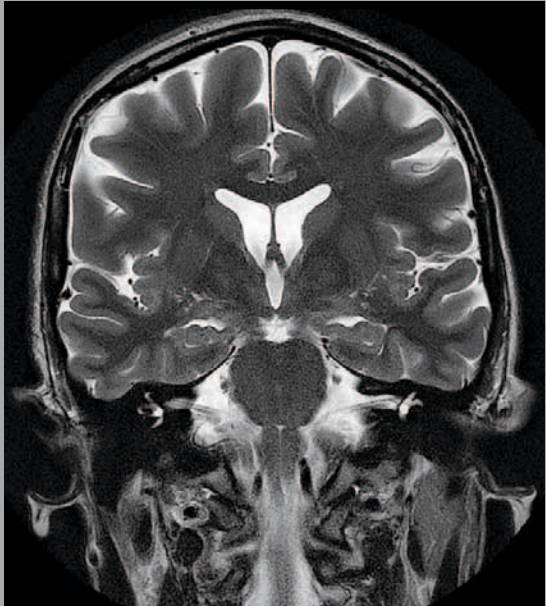
With lower energy and operating costs, plus built-in space savings, the environmental footprint and the siting footprint are minimized with the Optima MR360. And it’s part of GE’s ecomagination family of products.

- **Energy-efficient.** Compared with previous generation systems, the Optima MR360 reduces annual electricity use by 60,000 kWh per year, equivalent to the annual electricity use of about 5 U.S. households under normal operating conditions. This savings can avoid carbon dioxide emissions of about 35 tons, equivalent to the annual emissions of more than 7 cars on U.S. roads.
- **Small siting.** With just one system electronics cabinet and optional no equipment room configuration, the Optima MR360 has a siting footprint more than 20% smaller than other 1.5T systems. Requiring only 25 square meters of space, the Optima MR360 fits in the same area as a typical radiography R&F room.

Image gallery

Neuro

PROPELLER 2.0
PROPELLER 2.0 delivers high-resolution, motion-insensitive imaging in the axial, sagittal, or coronal plane (512 x 512 matrix shown).



Cube
Cube is a volumetric imaging technique with isotropic resolution—scan once and reformat into any plane with excellent resolution. Cube utilizes a unique, advanced acceleration technique, ARC, which reduces scan times for 3D imaging and allows you to reduce voxel size in order to enhance the quality of the reformatted planes. Cube is compatible with multiple contrasts, making it a versatile technique for rapid but uncompromised neuro imaging.

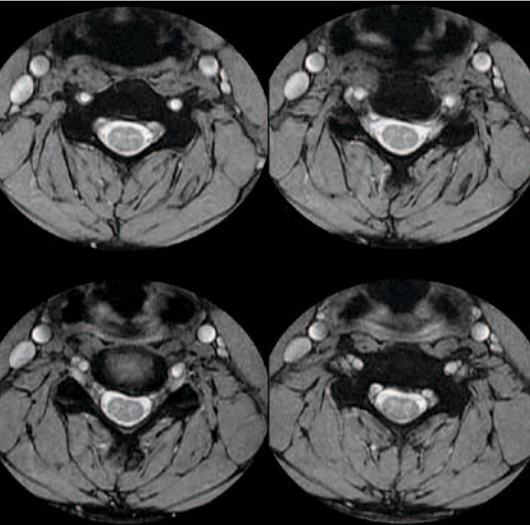
SWAN
SWAN is a unique 3D T2-weighted technique that provides the ability to clearly delineate small vessels and microbleeds.

IDEAL fat only IDEAL water only

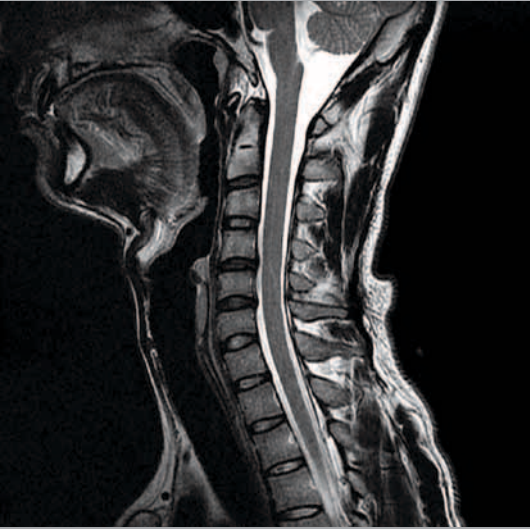


IDEAL in-phase IDEAL out-of-phase

IDEAL
Even in the most challenging areas of anatomy, this unique water and fat sat separation technique provides four images, all from one acquisition. Reduce image artifacts caused by chemical shift, metal implants, and magnetic field inhomogeneities that can obscure conclusions and get consistent, uniform and perfect fat suppression virtually every time—from patient to patient, technologist to technologist.



MERGE
MERGE is designed to deliver enhanced contrast and SNR for musculoskeletal and spine imaging.



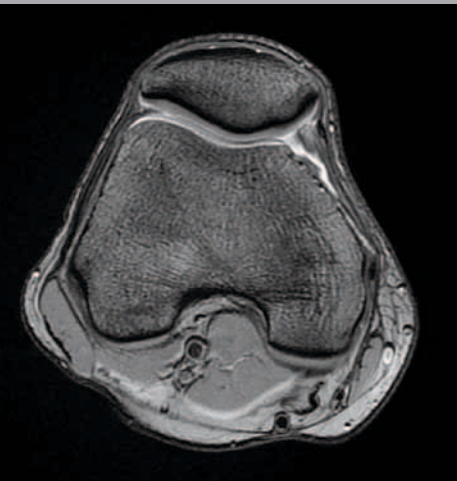
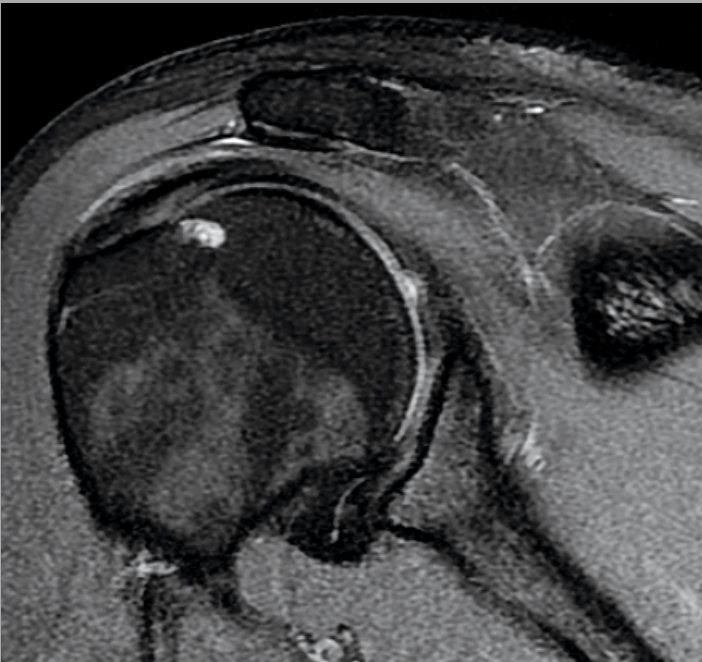
T2 frFSE

Spine

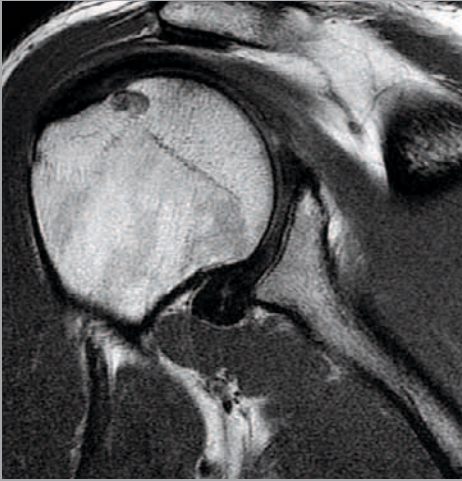
MSK

The performance of the Optima MR360 magnet combines with advanced software options to deliver outstanding high-resolution MSK images. These capabilities extend to the most challenging situations, including very narrow fields of view and off-isocenter cases, such as wrist and shoulder.

High-resolution knee



MERGE

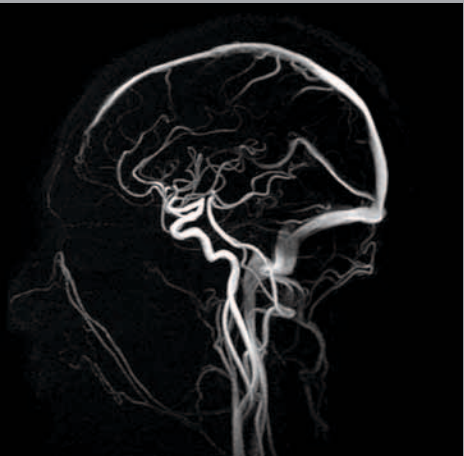
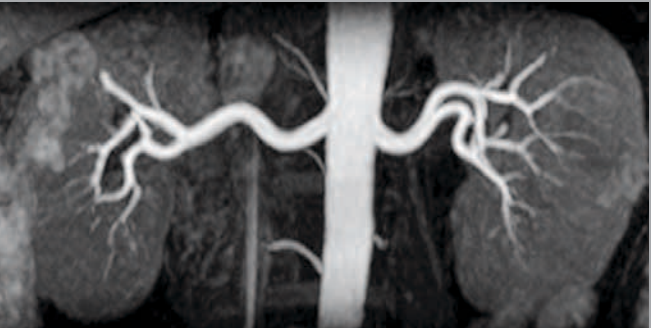


PD FSE



Gradient echo fat sat

Inhance Inflow IR



Inhance 3D velocity



Inhance non-contrast MRA suite
The Inhance non-contrast MRA suite is a series of non-contrast enhanced techniques designed to acquire angiographic images of the brain and renal arteries with excellent background suppression in short scan times.

LAVA simplifies body exams, providing three phases of whole-organ coverage with high resolution in a short breath hold.



Body & Vascular

Inhance 2D Inflow



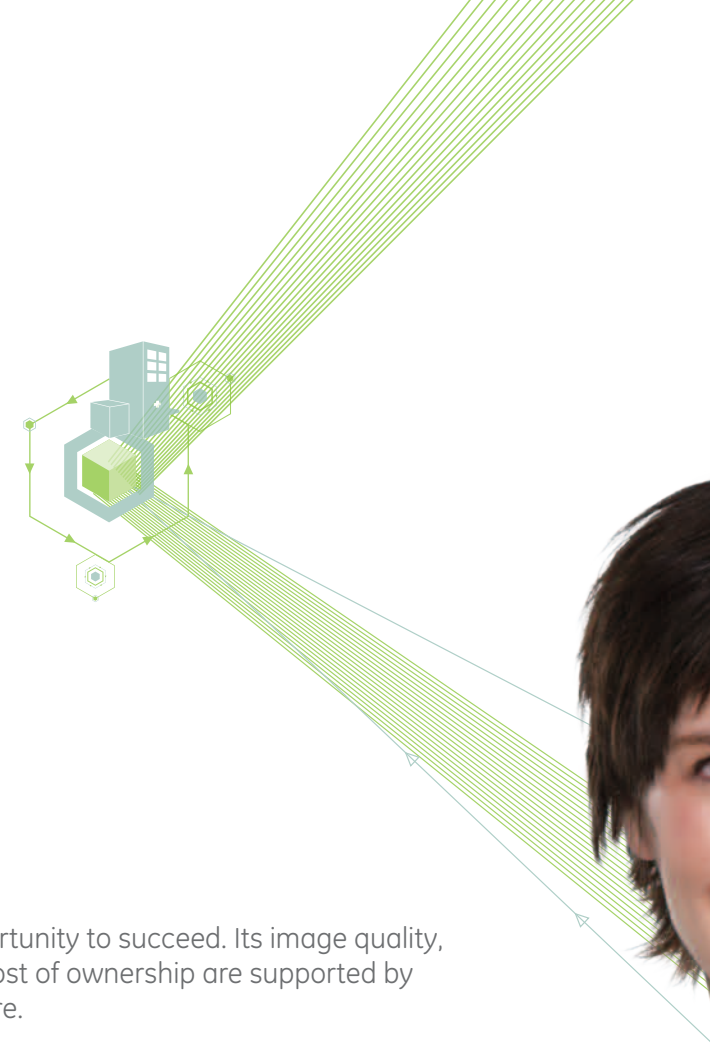


Optima MR360 1.5T

Because your reputation hangs in the balance



- ▶ **Get the most for your money**
The Optima MR360 delivers outstanding capability and image quality with a great value. Affordable price; energy-efficient, ecomagination validation; high uptime; and expandability all contribute to the exceptional lifetime value of the Optima MR360.
- ▶ **Stay current**
Part of the GE-exclusive Continuum, the Optima MR360 uses the same proven, highly homogeneous magnet used throughout the GE Healthcare MR 1.5T product line—for simple and economical upgradeability in the future.



The Optima MR360 gives you the opportunity to succeed. Its image quality, versatility, ease of use, and low total cost of ownership are supported by world-class support from GE Healthcare.

GE Healthcare, a leader in MR technology, offers the world's largest service force and more than 25 years of MR technology experience. In fact, GE Healthcare was rated No. 1 in overall service performance and satisfaction with remote service in the 2009 International Marketing Ventures (IMV) ServiceTrak™ MR report.* This includes the availability of remote support (InSite™) for remote diagnostics, monitoring, and repair.

GE field support consists of a global team of approximately 5,500 extremely experienced engineers in the industry. And GE applications specialists are available worldwide to train you on applications, techniques, and protocols.

Balancing current and future needs

The comprehensive support provided by GE Healthcare, as well as being part of the Continuum upgrade path, helps ensure you will receive reliable quality, uptime, and operating efficiency for years to come.

For other options and upgrade opportunities, visit www.gehealthcare.com.

*IMV is a leading independent third-party research firm and owner of auntminnie.com.

©2010 General Electric Company – All rights reserved.

General Electric Company reserves the right to make changes in specifications and features shown herein, or discontinue the product described at any time without notice or obligation. Contact your GE representative for the most current information.

GE and GE Monogram are trademarks of General Electric Company.

Continuum, InSite and Optima are trademarks of General Electric Company.

Ecomagination is a service mark of General Electric Company.

ServiceTrak is a trademark of International Marketing Ventures, Ltd.

GE Healthcare, a division of General Electric Company

About GE Healthcare

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care. Our broad expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, biopharmaceutical manufacturing technologies, performance improvement and performance solutions services helps our customers to deliver better care to more people around the world at a lower cost. In addition, we partner with healthcare leaders, striving to leverage the global policy change necessary to implement a successful shift to sustainable healthcare systems.

GE Healthcare
3000 North Grandview Blvd.
Waukesha, WI 53188
U.S.A.

www.gehealthcare.com



imagination at work

a product of
ecomagination™