





Advancing the Art of Endoscopy

Advancing the Art of Endoscopy with an array of opto-digital innovations.

OLYMPUS technology continues to advance the art of endoscopy.

As the world leader in endoscopy, OLYMPUS provides cutting-edge medical technology to healthcare professionals around the globe.

Our commitment to research and development and our collaborative efforts with the medical community work to improve both the underlying technology and the quality of patient care it helps deliver. It is a continuous evolution, aimed at advancing the art of endoscopy.

Our latest introduction, the new EVIS LUCERA ELITE endoscopy system, is setting new standards for technologies focusing on:

- Advancing Visualization
- Advancing Control
- Advancing Workflow

These innovative technologies help facilitate more accurate diagnosis and treatment, simplify setup and reprocessing, improve workflow, and link patient and department information to the hospital's information network through smart technologies with advanced levels of sophistication and integration.





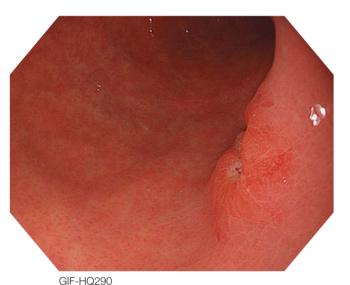
Advancing visualization using opto-digital technologies that support better diagnosis and effective treatment.

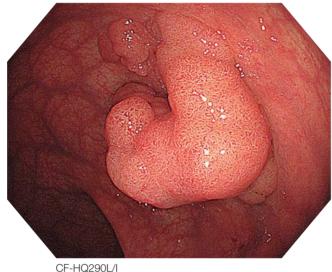
The art of endoscopy is about finding and treating GI diseases as early as possible. With the EVIS LUCERA ELITE endoscopy system, physicians can see the interior of the body more clearly than ever before. Refined technology delivers exceptional control of the endoscope for close views of internal tissue while advanced imaging features and renowned OLYMPUS optics deliver remarkable clarity in every detail.

### Advancing visualization with a wide range of key technologies.

#### **Enhanced Image Quality**

OLYMPUS GIF-HQ290 and CF-HQ290L/I employ advanced OLYMPUS optics, improved image sensors and the new CV-290 video processor to deliver exceptionally clear, high-resolution images. The great performance of both GIF-HQ290 and CF-HQ290L/I, and the EVIS LUCERA ELITE system combine to achieve ideal imaging results. In the EVIS LUCERA ELITE generation, high-definition imaging will become standard on the core range of endoscopes.



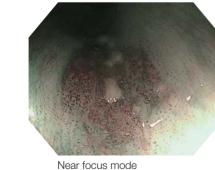


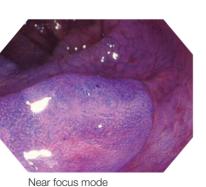
#### **Dual Focus**



Dual focus two-stage optical lens technology from OLYMPUS allows physicians to switch from normal focus mode to near focus mode with a single button, so they can conduct close examination of mucosal tissue and capillary networks. The new technology lets physicians select the desired depth of field and obtain high-quality images at the same time, bringing a new level of visualization to routine examinations.











#### NBI (Narrow Band Imaging)

Developed to enhance vascular and surface patterns, NBI now features twice the viewable distance, improved noise reduction that works more efficiently, and image response speed from dark to bright is much faster. These advances help physicians to detect and characterize lesions even more effectively. Many experts agree that NBI can contribute to real-time diagnosis of adenoma and hyperplasia, potentially reducing the frequency of unnecessary biopsies and the costs associated with histopathological examinations. Potential benefits like these, together with NBI's proven practical advantages, are laying the foundations for a new paradigm in endoscopy.



#### AFI (Auto Fluorescence Imaging)

Faster image display capability provides smooth, accurate imaging with high quality and minimized noise, enhancing detection capability and enabling accurate observation of mucosal conditions. Switching between white light, NBI, and AFI modes can be done at the touch of a button when an AFI-compatible scope is connected.

The 170° wide-angle field of view is now available on all

EVIS LUCERA ELITE 290 Series colonoscopes. The benefits

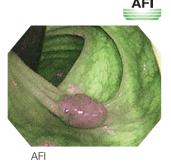
of wide-angle endoscopy include brighter imaging on the

Wide Angle

need for angulation.

physicians to detect mucosal

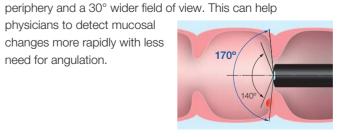




Water Jet

Water jet is now standard on EVIS LUCERA ELITE endoscopes\*. This technology has been well accepted to help procedures and treatment, by providing a powerful tool to assist in

hemostasis or overcoming inadequate bowel preparation.





\*Except GIF-H290 and GIF-XP290N.



# Advancing control to provide new value to physicians and staff.

The art of endoscopy requires having the right tools to deliver the best possible patient care. The EVIS LUCERA ELITE endoscopy system is a leap forward in ease-of-use functionality and state-of-the-art technologies. The result is a system that helps physicians conduct procedures efficiently, and helps GI staff members perform setup and reprocessing tasks with ease.

### Advancing control to help provide improved medical care.

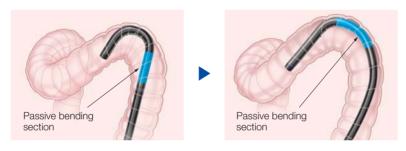
#### RIT (Responsive Insertion Technology)

RIT comes as standard on EVIS LUCERA ELITE 290 Series colonoscopes. It is a unique combination of three proprietary OLYMPUS technologies: PB (Passive Bending), HFT (High Force Transmission), and variable stiffness. These technologies work together to improve ease of insertion and operator control, which may help to minimize patient discomfort and enhance procedural efficiency.



#### PB (Passive Bending)

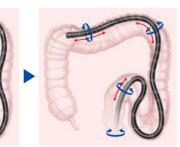
PB helps EVIS LUCERA ELITE 290 Series colonoscopes move through acute bends in the colon. When the scope meets with resistance, the pressure is redistributed so that the insertion tube automatically bends to adjust to the contours of the colon, potentially decreasing patient discomfort and speeding insertion to the cecum.



#### HFT (High Force Transmission)

HFT provides improved operator control for pushing, pulling, and twisting maneuvers. Whenever the scope is pushed forward or rotated, the pushing force or rotational torque is transmitted down the length of the insertion

tube, meaning the scope reacts more sensitively to physician handling and is easier to maneuver within the colon.



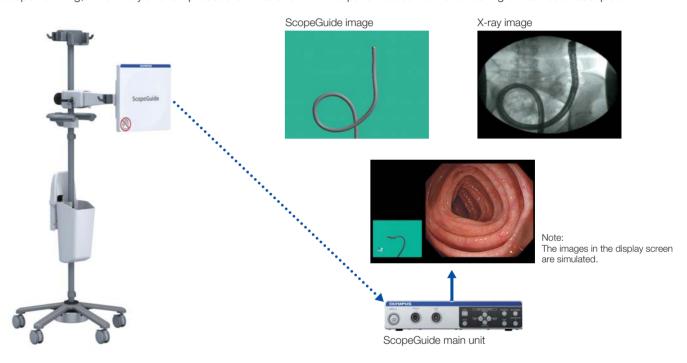
#### Variable Stiffness

Variable stiffness allows the flexibility of OLYMPUS scopes to be changed incrementally by manipulating a flexibility adjustment ring. This innovative feature allows the scope to be adjusted on a case-by-case basis, to meet the unique anatomical needs of the patient and the handling preferences of the physician.



#### ScopeGuide

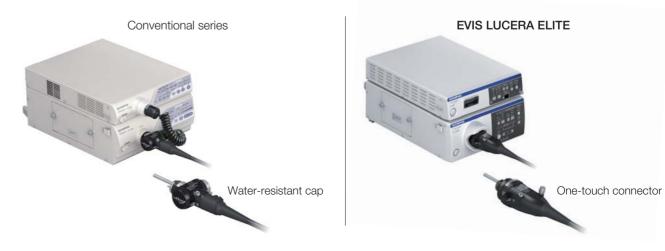
ScopeGuide can be integrated with EVIS LUCERA ELITE system to provide a quick custom setup that enables both the endoscopic and ScopeGuide image to be shown on the same monitor. The ability to visualize the scope inside the body allows the physician to see loop formations as they occur for expedited loop management. It can also assist with scope insertion and help optimize scope handling, which may shorten procedure times and minimize patient discomfort even during difficult colonoscopies.



#### One-touch Connector



The newly designed EVIS LUCERA ELITE endoscopes allow one-step connection to the light source and processor. Unlike previous generations of endoscopes, the EVIS LUCERA ELITE endoscopes do not require a water-resistant cap, simplifying reprocessing and minimizing accidental water damage. The enhanced efficiency delivered by the one-touch connector can also help expedite procedure room setup and turnover.







## Advancing workflow by delivering flexible, integrated solutions.

The art of endoscopy requires balancing your current management system needs against future demands. The EVIS LUCERA ELITE endoscopy system is engineered for expansion, to grow as your needs do and to take advantage of future smart technologies. Much more than just procedural tools for endoscopy, the system is designed to ease setup and reprocessing, manage patient data, communicate with hospital networks, and provide seamless IT integration to meet your unique needs now and in the future.

## Advancing workflow with digital systems that improve hospital management.

#### Image Management

Healthcare facilities are increasingly concerned with operational efficiencies, which include effective data management, the exchange and filing of data, and enhanced support for staff members. In this area, the EVIS LUCERA ELITE endoscopy system offers two distinct advantages:

#### IMH (Image Management Hub)

The IMH provides seamless recording, management and editing of vivid HD images and videos. Its advanced compression technology allows extended recording time and is compatible with various media. With its advanced editing and image management capabilities, IMH can help enhance endoscopy operations like never before.

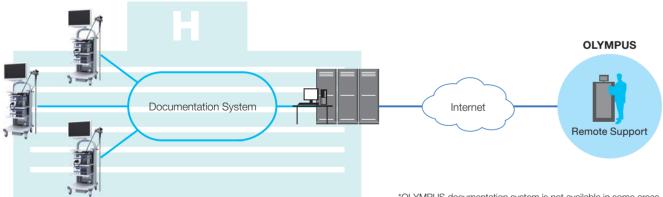


#### Portable Memory Compatibility

Portable memory media are now the standard for data exchange. The EVIS LUCERA ELITE endoscopy system uses a dedicated portable memory technology enabling the user to simply connect and download.

#### Documentation

Designed to integrate with hospital information systems, OLYMPUS' proprietary management software is tailored to meet the specific needs of GI departments. Covering scheduling, registration, reporting, data filing, and network communications, this GI-specific software can help streamline a facility's endoscopy operation.





#### Workflow Management Scheduling/ OLYMPUS is advancing workflow and streamlining overall Ordering systems operations for tomorrow by integrating with IT devices and networks. Our interfaces will combine information from Hospital and OLYMPUS products with Business Administration data from hospital information Departments systems to help optimize the flow of activity in the endoscopy suite Reception and the hospital overall. Remote monitoring of equipment performance Registration & by OLYMPUS is an available option Scheduling Reports to achieve peak efficiency. Device & Equipment Image & Video Coding Patient Checkout Education and Procedure Patient Reprocessing Physician Notes Reprocessing Risk Manage-**Endoscopy Reports** Infection Control **OLYMPUS** EMR/PACS/ Remote Monitoring & Proactive Support/ Billing systems Benchmarking/Consulting services Physician

#### Maximum Compatibility

Able to accommodate anything from a colonoscope to a bronchoscope to an ultrasound scope, the state-of-the-art EVIS LUCERA ELITE system offers the greatest possible flexibility for use across GI and respiratory departments. In addition, a comprehensive range of OLYMPUS EndoTherapy devices is specifically designed for EVIS LUCERA ELITE Series scopes to facilitate diagnosis and treatment. The inherent flexibility of the OLYMPUS platform enables consistent care for patients and increased efficiency for the facility.

\*This is not available in some areas.

Specifications, design and accessories are subject to change without any notice or obligation on the part of the manufacturer.**OLYMPUS MEDICAL SYSTEMS CORP.** Shinjuku Monolith, 2-3-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-0914, Japan For a complete listing of sales and distribution locations visit: