



KONICA MINOLTA

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**FOR IMMEDIATE RELEASE**

## **Konica Minolta Healthcare Introduces KDR Primary to Meet the Digital Radiography Needs of Office-based Imaging Providers**

Wayne, NJ, April 19, 2018 – Designed to meet the needs of office-based X-ray imaging, such as orthopedic groups, family practices and urgent care centers, Konica Minolta Healthcare Americas, Inc. introduced the KDR Primary Digital Radiography System at the American Association of Orthopedic Executives (AAOE) 2018 Annual Conference. KDR Primary delivers advanced digital X-ray capabilities and exceptional functionality in a compact footprint. It is the ideal solution for practices and clinics that want superior image quality and versatile imaging options yet have a limited amount of space.

Building on the success of the KDR Advanced U-arm System, KDR Primary helps optimize workflow, expedite the diagnostic process and increase staff efficiency all while elevating the patient experience. Equipped with a 17 x 17 inch detector, KDR Primary captures high resolution images in seconds, providing detailed bone and soft tissue visualization from a single exposure. Practices and clinics can enhance patient satisfaction by providing rapid diagnostic results without the need to schedule additional appointments or refer elsewhere.

KDR Primary has a wide range of motion to enable all required imaging views. The swivel arm rotates 135 degrees in both directions and moves 39 inches vertically while the detector tilts 45 degrees in two directions to accommodate patients who are standing, sitting, lying on a table or confined to a wheelchair. The space saving design provides staff with the freedom to maneuver the system for true exam flexibility that can translate to exceptional patient care and potentially help reduce retakes due to incorrect patient positioning or movement. It can be installed in a standard room with 8 ft. ceiling. Options include a weight-bearing stand and pediatric imaging package.

“At Konica Minolta, we are focused on answering our customer’s clinical needs by delivering new innovations in imaging technology such as KDR Primary that allow for more personalized patient care,” says Kirsten Doerfert, Sr. Vice President of Marketing, Konica Minolta Healthcare. “The KDR Primary fulfills an imaging need for which our customers have been asking for a solution and provides the same superior imaging, reliability and performance inherent in all our DR systems.”

### **About Konica Minolta Healthcare Americas, Inc.**

Konica Minolta Healthcare is a world-class provider and market leader in medical diagnostic imaging and healthcare information technology. With over 75 years of endless innovation, Konica Minolta is globally recognized as a leader providing cutting-edge technologies and comprehensive support aimed at providing real solutions to meet customer's needs and helping make better decisions sooner. Konica Minolta Healthcare Americas, Inc., headquartered in Wayne, NJ, is a unit of Konica Minolta, Inc. (TSE:4902). For more information on Konica Minolta Healthcare Americas, Inc., please visit [www.konicaminolta.com/medicalusa](http://www.konicaminolta.com/medicalusa).

<b>Company name</b>	KONICA MINOLTA, INC.
<b>Headquarters</b>	JP TOWER, 2-7-2 Marunouchi, Chiyoda-ku, Tokyo, Japan
<b>Founded</b>	December 1936
<b>FY 2016 Revenue</b>	\$962.8 Billion JPY
<b>Number of employees</b>	Approx. 43,980 (2017)
<b>Business Lines</b>	The Konica Minolta Group operates in sectors ranging from business technologies, where our products are typified by MFPs (multi-functional peripherals), and Industrial Business (former Optics Business), where our products include pickup lenses for optical disks, and TAC film, a key material used in LCD panels, to healthcare, where we make digital X-ray diagnostic imaging systems.