



KONICA MINOLTA

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**FOR IMMEDIATE RELEASE**

## **Konica Minolta Brings Motion to X-ray with Dynamic Digital Radiography at RSNA 2018**

Wayne, NJ, November 14, 2018 – For the first time, radiologists will be able to view motion from standard X-ray images without fluoroscopy. Konica Minolta Healthcare is bringing digital radiography (DR) to life with the ability to visualize movement using conventional X-ray. Known as Dynamic Digital Radiography (DDR)\* or X-ray in Motion™, this revolutionary new modality captures movement in a single exam and allows the clinician to observe the dynamic interaction of anatomical structures, such as soft tissue and bone, with physiological changes over time. The value of DDR in thoracic imaging is promising, allowing clinicians to observe chest wall, heart and lung motion during respiration. DDR goes beyond pulmonary function; Konica Minolta is exploring its use in orthopedic applications of the spine and extremities. This new capability will be showcased at the annual meeting of the Radiological Society of North America (RSNA), being held November 25-29 in Chicago, in Konica Minolta's booth 1919.

"DDR may dramatically change the diagnostic and patient management paradigms for respiratory diseases and other pathologies including orthopedic injuries," says Kirsten Doerfert, Sr. VP of Marketing, Konica Minolta Healthcare. "With X-ray images in motion, clinicians can see structures in a way they have never been able to see before, enhancing their ability to better manage patients based on individual characteristics and bringing precision medicine further into focus for radiology. The potential benefit is significant."

DDR is an enhanced version of a standard DR system that rapidly acquires up to 15 sequential radiographs per second for up to 20 seconds of physiological movement, resulting in 300 X-ray images with a dose equivalent to about two standard X-rays. Since the DDR system also performs all conventional X-ray studies as well as motion radiographic studies, it is a cost-effective solution that provides greater diagnostic capability in an economical package.

In the US, 74% of all radiologic studies are radiography<sup>1</sup> and nearly 44 percent of hospital-based X-ray imaging exams are thoracic<sup>2</sup>. While access to CT, MR and nuclear medicine may be limited in regions throughout the world, X-ray is an essential primary diagnostic tool that is widely available in developed nations at a fraction of the cost. There are also potential cost savings for healthcare systems globally by reducing the need for more advanced, and more expensive, imaging techniques.

"We are enabling clinicians to see more than a static image," says Guillermo Sander, Director of Marketing, Digital Radiography, Konica Minolta Healthcare. "By digitally capturing movement, DDR may deliver quantifiable clinical information that has the potential to increase the quality and specificity of diagnosis. With DDR, clinicians may better understand the pulmonary effect of neuromuscular disorders, diagnose and manage patients with respiratory conditions, such as asthma or chronic obstructive pulmonary disease (COPD), and evaluate post-operative changes in patients with lung cancer, lung cysts and other pathologies."

Konica Minolta developed DDR with the global healthcare goals of higher quality care, greater access and lower cost in mind, supporting clinicians throughout the world in making better decisions, sooner.

<sup>1</sup> Herrmann TL, Fauber TL, Gill J, et al. Best practices in digital radiography. [Radiol Technol](#). 2012 Sep-Oct;84(1):83-9.

<sup>2</sup> IMV Market Research, 2017 X-ray/DR/CR Market Outlook, Sept. 2017.

\*Dynamic Digital Radiography is not FDA cleared.

#### **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).