

Fujifilm introduces new endoscopy product

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10% of the Total Medical Business of Fujifilm India is expected to come from the Endoscopy Segment during this fiscal year.



Fujifilm India Private Limited, one of the leaders in diagnostic imaging and information systems for healthcare facilities, has announced its launch of ELUXEO 7000 Series - a range of novel image-enhanced endoscopy products which have *Blue Light Imaging (BLI) / Linked Color Imaging (LCI) technology to help aid early detection of all types of Gastro cancers.* The move will help the company to strengthen its foothold in the medical business in India.

Stomach cancer is the second-most common cancer among men and third-most among females in Asia. The symptoms and sign of the stomach cancer are often reported late when the disease is already in advanced stages, and 5-year survival rate is less than 30% in developed countries and around 20% in developing countries. Taking cognizance of this, Fujifilm India Pvt. Ltd. today introduced **ELUXEO 7000 Series** to increase the survival rates by early detection of gastrointestinal (GI) cancer.

Commenting on the occasion, **Haruto Iwata, Managing Director, Fujifilm India Pvt. Ltd.** said, “At Fujifilm, our endeavour is to offer peace of mind to patients and ease their burden during difficult times by aiding in the early detection and treatment of disease. We have considerable experience in promoting screening for breast cancer through our Full Field Digital Mammography, lung cancer through our X-ray, and remote diagnosis through our PACS (Picture Archiving and Communication System) connecting various modalities and medical institutions. With the launch of our new state-of-the-art ELUXEO 7000 Series, we want to help detect GI cancer well in advance, thereby enabling patients to take preventive actions early.”

“Our knowledge of the medical field stands out in our technology. Its value born from listening to the needs of healthcare professionals. We deliver confidence through our insistence of high quality which is imbibed in all our products. With the introduction of the new endoscopy business with ELUXEO 7000 Series, we feel extremely proud as it further strengthens our contribution to the quality healthcare for the Indian community through our innovative technologies. We are expecting to add 10% revenue in the overall medical business through the Endoscopy segment. We will continue to provide our clinically

proven products and technologies to provide total healthcare solution to help medical professionals perform more effectively and efficiently for the improved medical service for the patients,” Mr. Iwata added.

Chander Shekhar Sibal, Executive Vice President, Medical Division- Fujifilm India added, “Early detection is the key to success in any kind of cancer. If it is detected early at first or second stage then patient can be treated with more chances of positive results. Early detection increases the life span of the patient. If cancer is detected at third or fourth stage then the treatment becomes more difficult with less chances of survival. In India the major problem is late detection of cancer. More than 50 per cent of the patients die within one year of detection in India. The ELUXEO 7000 is targeted for biopsy and early alarm by helping obtain high resolution images to detect cancers at very early stage. We have a range of systems to detect cancers at early stage.”