



100th  
ANNIVERSARY

Celebrating 100 years of the Hitachi Group

I n v i t a t i o n

# Reshaping the future for ultrasound diagnosis

Saturday 6<sup>th</sup> March 2010  
12.30-13.30, room F2, entrance level

Austria Center Vienna  
Bruno Kreisky Platz 1  
AT-1220, Vienna

Fully CME accredited

 Hitachi Medical Systems

ECR Symposium | e | 01.2010 | a+w

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## M o d e r a t o r

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**HITACHI**  
Inspire the Next

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**Yes, I would like to attend the Hitachi Lunch Symposium and receive the abstracts.**

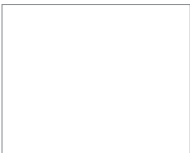
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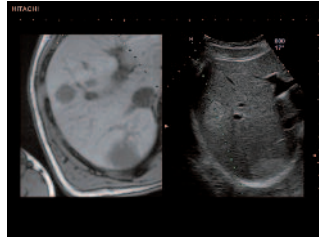
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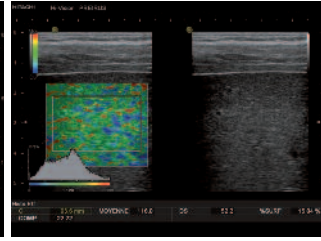
Please fill in the registration form and send it by post or by fax: +41 41 748 63 32



One example of Hitachi's transducer technologies: S70 single crystal phased array transducer



Superior image guidance to a liver tumour is given by the Real-time Virtual Sonography fusion image mode



The strain histogram analysis quantifies elastography parameters to estimate the degree of liver fibrosis

2010 marks our centennial year, a significant milestone in the history of the Hitachi Group. Since it was established in 1910, Hitachi has followed its corporate philosophy of contributing to society through innovative technology. This ethos motivates us to combine vision with creativity; to implement inspired, new technologies which contribute to global ultrasound development, drawing on resources from Hitachi Corporation which manufactures more than 20,000 products and invests billions in R&D.

Hitachi has developed a rich technological expertise in both system and transducer design and manufacture since the introduction of the first real-time ultrasound system with a digital scan converter in 1980. More recently, we have introduced pioneering advanced imaging modalities that offer new levels of diagnostic confidence and new potential, such as Hitachi Real-time Tissue Elastography (HI-RTE) and Real-time Virtual Sonography (RVS), strongly adhering to our corporate statement 'Inspire the Next'.

## Programme

# Reshaping the future for ultrasound diagnosis

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Moderator:  
Professor David Cosgrove

### Welcome and introduction

Prof David Cosgrove, Imperial College, London, UK

### New technology features in ultrasound

Mr Kazutaka Okada, Hitachi Medical Corporation, Tokyo, Japan

### Real-time Virtual Sonography (RVS) – improving lesion detection for ablation guidance and monitoring

Dr Alice Gillams, University College London Hospitals, London, UK

### Diagnosis and assessment of the stage of hepatic fibrosis with real-time elastography

Dr Carine Ribeiro, Hôpital Antoine Bécclère, Clamart, France

### Summary and concluding remarks

Prof David Cosgrove, Imperial College, London, UK

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Registration

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