



KONICA MINOLTA

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**FOR IMMEDIATE RELEASE**

## **Konica Minolta Expands Ultrasound Division, Hires Industry Expert Brian T. Noyes**

Wayne, NJ, August 9, 2016 – [Konica Minolta](http://www.konicaminolta.com) announced today the appointment of Brian T. Noyes to Sr. Vice President and General Manager of its Ultrasound Division. Noyes' experience and expertise will enable the ultrasound division in the Americas to become a significant business within the medical imaging business unit.

"Konica Minolta welcomes Brian as we solidify our commitment to being a market leader in point of care ultrasound and specifically *the* market leader in musculoskeletal (MSK) scanning," said David Widmann, President & CEO, Konica Minolta Medical Imaging USA. "Brian will lead our team in pursuing a focused and aggressive approach to meet our goals and rapidly grow the ultrasound business unit."

Noyes brings 24 years of experience in the medical device industry to Konica Minolta including a successful product launch track record. He's held senior positions with Sonosite and Johnson & Johnson's Ethicon Endo Surgery where he spent 20 years delivering market and product development expertise that will be of considerable value to his new team at Konica Minolta in Wayne, NJ. Noyes and the product development teams will focus on ensuring that the company's superior imaging technology delivers MSK clinicians the confidence to make critical patient care decisions.

The U.S. MSK ultrasound market is estimated at \$62 million\*, with ultrasound's flexibility, ease of use, and low cost continuing to drive growth. As a real-time assessment tool, Konica Minolta's point of care SONIMAGE HS1 technology complements existing diagnostic imaging products and enables customers to meet all their needs from one

experienced vendor. Specifically, the company's primary goal is to enable physicians to have broader access to the right tools for the right exams.

The SONIMAGE HS1 is a compact superior imaging system with an intuitive touchscreen for rapid and confident evaluation at the bedside. The technology's enhanced capabilities will make Konica Minolta the preferred ultrasound provider by MSK-focused physicians in podiatry, orthopedics, rheumatology, physical medicine and rehabilitation, and sports medicine.

Along with superior imaging, the SONIMAGE HS1 provides enhanced visualization for guidance during therapeutic procedures including pain management. The broad frequency linear probe, L18-4, scans both deep and superficial joints and structures for confident MSK tissue evaluation. Additionally, intuitive gesture controls and focused exam presets minimize the user learning curve, with no need to navigate a knob-cluttered keyboard.

For more information about the SONIMAGE HS1, visit <http://www.konicaminolta.com/medicalusa/solutions/ultrasound/>

*\* Klein Biomedical Consultants, Inc.*

## **About Konica Minolta Medical Imaging**

Konica Minolta Medical Imaging is a world class provider and market leader in medical diagnostic primary imaging. 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. Konica Minolta Medical Imaging, headquartered in Wayne, NJ, is a unit of Konica Minolta, Inc. (TSE: 4902). For more information on Konica Minolta Primary Imaging Solutions, 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 2015 Revenue</b>	\$8.6 Billion
<b>Number of employees</b>	Approx. 41,600 (2015)
<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.