



KONICA MINOLTA

**Contact:**  
**RELEASE**

Wayne Travers Jr  
KNB Communications  
203-504-8230 ext. 135  
[www.konicaminolta.com/medicalusa](http://www.konicaminolta.com/medicalusa)

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## **NYSORA Selects Konica Minolta Healthcare Americas As Exclusive Ultrasound Equipment Provider**

Wayne, NJ, SEPT. 21, 2016 – Konica Minolta Healthcare Americas, Inc. announced today that the New York School of Regional Anesthesia (NYSORA) has chosen the SONIMAGE HS1 as the exclusive ultrasound system for its workshops focusing on anesthesia and pain management.

NYSORA provides training and education to more than 1,000 physicians annually in the United States and internationally in regional anesthesia, pain management, and perioperative medicine. The clinicians who attend NYSORA conferences and workshops frequently use ultrasound during needle guidance procedures to improve accuracy.

“NYSORA chose the Konica Minolta SONIMAGE HS1 ultrasound system over other competitive systems because of its image quality and streamlined workflow,” said Joan Toth, Sr. Product Marketing Manager, Konica Minolta. “The long-term investment in Konica Minolta ultrasound further validates the quality of our system and the growth of our ultrasound division as a major segment within the medical imaging market.”

SONIMAGE HS1 has the ability to deliver the performance of a high-end ultrasound unit in a hand-carried system, making it an ideal point-of-care solution for rapid and confident evaluations at the bedside and in the exam room. The system provides enhanced visualization for guidance during therapeutic procedures including pain management. In addition, the broad frequency linear probe, L18-4, is ideal for both deep and superficial structures.

“The Konica Minolta ultrasound system provides everything a clinician needs. It’s highly accurate, provides outstanding image quality, is convenient to use, and has a small footprint in the perioperative point of care applications,” explained NYSORA Director Dr. Admir Hadzic, M.D., Ph.D. “Our workshop educational programs are always sold out and we’re increasing the number to meet demand. To fulfill our educational requirements, we needed high-quality, transportable, and cost-effective equipment that also provides excellent image quality and that’s the SONIMAGE HS1.”

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

Konica Minolta Healthcare Americas, Inc. 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. 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 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.

**Konica Minolta Healthcare Americas, Inc.**  
411 Newark Pompton Turnpike, Wayne, NJ 07470  
973.633.1500