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3DISC Opens Americas Headquarters to Offer Next-Generation CR Solutions in North and Latin America

May 03, 2010

STERLING, Va. -- 3DISC Corp., an innovative manufacturer of computed radiography solutions, today announced the opening of its U.S. headquarters and the appointment of Sigrid Smitt-Jeppesen as president and CEO. Smitt-Jeppesen will lead 3DISC Americas as it markets the company's unique new FireCR system to medical professionals in North, Central, and South America.



American market expansion

Smitt-Jeppesen is an experienced executive in the international imaging field. She successfully led DR firm IMIX Americas from its inception through a period of significant growth, product innovation, and strategic partnerships, and finally to its merger with Arcoma AB in early 2010.

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"Sigrid has the vision and experience to spearhead 3DISC's expansion into new markets in the Americas, and we are thrilled that she has joined us at this very exciting time for the company," said Sung Woon Lee, CEO of 3DISC Corp. "The FireCR represents a giant leap forward for X-ray image acquisition-an affordable, out-of-the-box solution that will allow many facilities who have been sitting on the sidelines to experience the benefits of digital imaging."

The advanced FireCR provides major workflow efficiency gains, delivering high-quality images and improved productivity at an affordable price. The FireCR, which was launched at the 2009 Radiological Society of North America meeting, is ideal for busy radiology departments, clinics, and specialty practices. Affordable, rugged, ultra-compact, lightweight, and fast, it represents the next generation in CR reader technology. It is built on pioneering technology that increases productivity with an unparalleled 73-plates-per-hour throughput and provides crisp, clear and optimized images ready in record time for viewing, enhancement, duplication, archiving, or distribution.

According to Smitt-Jeppesen, there already is significant "buzz" in the marketplace about the FireCR. "I am proud to be representing a product that fills an important need in the market for a highly affordable, full-featured CR reader," Smitt-Jeppesen said. "Though there is a trend in the industry to offer low-cost CR systems that are just stripped-down versions of more expensive models, the 3DISC FireCR is the first to provide a solid design and full range of features at an affordable price-so customers don't have to sacrifice."

The FireCR can be configured for nearly all clinical applications. It offers full DICOM connectivity and allows users to capture high-quality digital images of any body part. All imaging parameters are optimized, resulting in digital images that can be enhanced, enlarged, duplicated, and sent to any location in seconds with no loss of resolution. FireCR is managed by the easy-to-use Quantor workstation software.

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