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3DISC Corp. announced the opening of Americas headquarters to offer next-generation **CR** solutions in North, Central, and South America



3DISC Corp., an innovative manufacturer of **computed radiography** solutions, 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.

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.

"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.

The compact and lightweight **FireCR** reader is designed to fit into any environment, with a vertical wall-mount option for facilities with limited space availability. It is small enough to be mounted inside the tech booth, eliminating the need for technologists to walk back and forth across or between rooms to scan images—resulting in significant workflow and productivity advantages. It also can be used with mobile **X-ray** equipment that is transported within hospitals and between locations.

Source: 3DISC Americas

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