

PRESS INFORMATION

Olympus and the Hospital Clinic Barcelona cooperate on a global online platform for laparoscopic surgery

Olympus commits to interactive Advances in Surgery Channel

Hamburg, November 05, 2014 – The Hospital Clinic in Barcelona has cemented ten years of productive partnership with Olympus by sealing a ground-breaking collaboration on the Advances In Surgery project (AIS). The AIS Channel is dedicated to surgical learning, sharing and discussion – anytime, anywhere, and at the very highest level. Created at the Hospital Clinic Barcelona and Barcelona University, it is a fully comprehensive, interactive online reference platform that gives the global laparoscopic surgery community unrestricted access to highly specialized findings in their field. As a main sponsor of the AIS Channel, Olympus Europa is now committed to supporting the project with cutting-edge equipment. The collaboration was announced in September at a press conference attended by the mayor of Barcelona Xavier Trias; AIS Channel initiator Dr Antonio M. Lacy; Akihiro Taguchi, the President of Olympus Medical Systems Corporation; and Frank Drewalowski, Managing Director, Medical Systems Division, Olympus Europa SE & CO. KG.

AIS Channel

By harnessing the full potential of internet-based collaboration and communications, the Advances In Surgery project gives working medical professionals and trainees near-immediate access to the entire content of AIS conferences – around the clock and all over the world. This ensures that insights into new developments in laparoscopic surgical techniques can benefit more healthcare professionals and patients, faster and more effectively. Launched in 2012, the channel offers HD training videos, live conference streaming in HD and 3D, and a video archive of past congresses, allowing surgeons and students to research new laparoscopic techniques via their medium of choice. With more than 50,000 subscribers registering in the first month alone, the success of the AIS Channel looks set to grow and grow.

AIS Training

Another AIS innovation has proved just as popular as the TV-style channel: the AIS Trainings. In fact, all training courses scheduled for 2015 are already fully booked. The AIS Trainings offer small groups of surgeons hands-on practice sessions with the latest equipment, plus live surgery demonstrations by international experts. Participants are schooled in sophisticated

laparoscopic surgical techniques, with the use of Olympus equipment that includes the next generation of 3D devices and theatre systems. For example, the world's first and only deflectable tip laparoscope to deliver HD video in 3D, the ENDOEYE FLEX 3D, which is part of the Olympus 3D Imaging Solution. The AIS Training Center also offers surgeons first-hand experience of ENDOALPHA, a state-of-the-art range of fully integrated products and services for control, communication, video management and documentation in operating and intervention rooms. Advanced techniques taught at the facility include transanal total mesorectal excision (taTME).

Surgical innovation

"To further advance surgical laparoscopic techniques, the world's best laparoscopic surgeons require innovative surgical equipment and advanced energy devices like THUNDERBEAT, which Olympus is proud to supply," said Olympus' Frank Drewalowski. "We look forward to expanding our long-standing partnership with the Hospital Clinic in Barcelona and continuing our support for the outstanding work of Dr Lacy and his team." Surgeons from Barcelona helped Olympus develop the integrated ENDOALPHA operating room at the Hospital Clinic, which for the past ten years has served Dr Lacy and his team as they continue to pioneer advances in the evaluation of 3D technology for laparoscopy.

Olympus' partnership with the Hospital Clinic in Barcelona follows the announcement of another corporation with a likewise world-class facility – the new Karolinska University Hospital in Sweden. The 'hospital of the future', which is currently under construction, has confirmed the purchase of 35 ENDOALPHA Control und Video Management Systems for the its operating rooms.

About Olympus

Olympus Europa is the headquarters for the region Europe, Middle East and Africa (EMEA) of the Olympus Corporation, Tokyo. As a worldwide leading manufacturer of optical and digital precision technology, Olympus provides innovative solutions for state-of-the-art medical systems, digital cameras as well as scientific solutions in the fields of microscopy and industrial inspection. The company's award winning products are instrumental in detecting, preventing and healing illness, driving scientific research and documenting life with artistic freedom. In the hands of its customers, Olympus' high-tech products help to make people's lives healthier, safer and more fulfilling.

Learn more about the AIS Channel at www.aischannel.com

For more information on Olympus, go to www.olympus-europa.com



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