

Press Release

Sectra Honoured With Frost & Sullivan “Medical Imaging Company of the Year 2004” Award for Outstanding Performance

London, UK – 31st March, 2004

Sweden-based Sectra has been selected as the recipient of the 2004 Frost & Sullivan Medical Imaging Company of the Year Award. As one of the fastest growing companies in the image management systems industry and with a solid strategic business development plan, Sectra is set to affirm its global credentials.

“For its unparalleled excellence from all perspectives – business development, competitive strategy, and customer service leadership – Sectra is the undisputed choice for the 2004 Frost & Sullivan Medical Imaging Company of the Year Award,” says Siddarth Saha, Industry Analyst from Frost & Sullivan.

A unique business development strategy has powered Sectra’s medical systems’ subsidiary, Sectra Imtec AB’s rapid ascent from modest technology start-up to leadership aspirant within the European and global imaging information management systems industry.

“The company has been quick to achieve this enviable position by adopting innovative business development strategies in the past few years”, notes Research Manager Sumit Sharma from Frost & Sullivan’s European Healthcare Practice Group.

“To be honoured Medical Imaging Company of the Year is a proof that we take care of our customers and provide high value tools for their daily work. The award was given to Sectra in competition with all the world’s other top medical imaging companies. This shows that our strategies work well in today’s very competitive markets”, says Dr. Torbjörn Kronander, President of Sectra Imtec AB. “Our focus is to become world-leading in bringing customer value into the medical imaging markets and this is a step forward in our efforts to establish Sectra in this position”, adds Dr. Kronander.

Building on its success in the Scandinavian market, Sectra has already moved to strengthen its global market presence. Offices across Europe, the United States and Australia, strategic partnerships and alliances for marketing of its software internationally have folded into Sectra’s concerted drive to become a global player.

The adoption of the strategic partnership model has enabled Sectra to achieve profitable sales in new markets. While using direct sales channels in Scandinavia, Sectra has entered into partnerships for software licences in other countries. This approach is set to help Sectra leverage the potential of international sales.

Continual efforts to develop its PACS (picture archiving and communications system) portfolio have been critical to Sectra’s technological leadership and innovation. The introduction of flexible capabilities and a modular design have ensured scalability and integration with other systems, facilitated upgrading and ensured cost savings for clients. At the same time, close working relations with customers and research organisations during systems development has effected higher quality standards and improved levels of user-friendliness.

Sectra has also demonstrated its capabilities in implementing a full field digital mammography system, Sectra MicroDose Mammography™, in association with

the Sectra PACS system at Helsingborg hospital in Sweden. This project gives Sectra the distinction of having set up the world's first mammography department performing scans at 80 per cent lower radiation dose as compared to conventional systems. Patented new technology makes it possible to combine the low radiation dose and an unprecedented level of productivity with 70 patients per day with the extremely high image quality required within mammography. Sectra is thus well positioned to dominate the European Digital Mammography market. While current users are looking to gradually replace their old mammography systems with digital versions that integrate with PACS systems, Sectra will surely be one of the top contenders for these transformation projects.

About Sectra

Sectra is one of today's major diagnostic imaging providers with more than 450 installations worldwide. Sectra's core business is to deliver top-of-the-line, high-availability, robust enterprise diagnostic imaging for 24/7 operation. In Scandinavia Sectra is the market leader with more than 50 percent of all film-free installations. The company also has a large number of systems installed in most major countries in Europe, the Far East and North America, in co-operation with partners. For more information, visit www.sectra.com.

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About Frost & Sullivan

Frost & Sullivan is a global leader in international strategic growth consulting. Frost & Sullivan Awards are presented to companies that demonstrate excellence in their industry, commending the diligence, commitment and innovative business strategies required to advance in the global marketplace.

Frost & Sullivan rigorously analyses specific criteria to determine award recipients in a vast variety of industries and landscapes. Founded in 1961, Frost & Sullivan is headquartered in San Jose, California, with offices located worldwide. For further information, visit www.frost.com.

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