

Background

PENTAX Medical Company, a division of PENTAX of America, Inc., was founded in 1979 as Pentax Precision Instrument Corporation, the U.S. Medical Division of PENTAX Corporation. Their main focus was providing endoscopic imaging devices and technology to the medical profession. Today, PENTAX is an industry leader specializing in video and fiber endoscopy equipment and computer technology and imaging products for diagnostic, therapeutic, and research applications.

Mission Statement

Our mission is to develop state-of-the-art products and services that lead the medical community by providing solutions to everyday customer problems. Our vision is to grow profitably by delighting customers and achieving undisputed leadership in all focused markets.

Major Products

PENTAX's endoscopic systems are renowned in the industry for their superior image quality, in particular image quality-to-size ratios and ease-of-use. PENTAX has distinguished itself within the market categories it serves by a consistent commitment to R&D, easy-to-use & easy-to-clean product design, cutting edge technology, and dedicated customer service and support.

• GI Endoscopes

PENTAX is a pioneer in delivering high-resolution endoscopic imaging to the GI field in fiber and video applications. The full line of upper and lower GI endoscopes provides varying insertion tube and working channel diameters for maximum versatility in diagnostic and therapeutic applications. PENTAX's new 70K Digital Color Video Endoscope series combines ergonomic design with Digital Signal Processing technology for maximum image clarity and resolution for more efficient endoscopic examinations and diagnoses. All scopes are fully reprocessible and offer full-screen imaging on the monitor.

• Bronchoscopes and Intubation Scopes

PENTAX offers a full family of fiber, video, and portable "bedside" Bronchoscopes and Intubation Scopes that offer superior image quality and a wide range of insertion diameters for diagnostic or therapeutic procedures. PENTAX's scopes provide easy insertion and effective aspiration, making them perfect for a variety of clinical applications. The portable "bedside" endoscopes utilize a lightweight, self-contained battery-pow-

The values that we embrace encompass a commitment to quality and customer satisfaction, dedication to service and personal responsiveness, professional excellence, innovation, growth, and industry leadership.

President

David Woods

Number of Employees

280

Markets Served

PENTAX markets a broad range of products to the Ear, Nose, & Throat (ENT), Gastroenterology (GI), and Pulmonology medical fields, as well as specialty scopes in other related fields, and data & image management platforms.

ered light source, making them ideal for routine bedside examinations or in situations where space is limited.

• ENT Scopes and FEES/FEESST Systems

From sensory testing laryngoscopes to video esophagoscopes, PENTAX's fiber, video, and portable "bedside" ENT product line is truly the most diversified and unique in the industry. PENTAX has pioneered technology in several areas of ENT, including transnasal esophagoscopy using their ultra-slim video esophagoscope, and Flexible Endoscopic Evaluation of Swallowing with Sensory Testing (FEESST) for the diagnoses of swallowing disorders. PENTAX's versatile MiniVision portable recordable endoscopy system offers compact, yet comprehensive FEES/FEEST evaluation, diagnosis and treatment in any clinical environment, and the recent addition of Pulsed Dye Laser and Stroboscopy products has expanded PENTAX's ability to provide not only superior image quality, but improved patient care and enhanced efficiency for the ENT field.

• Ultrasound and Specialty Endoscopes

In conjunction with Hitachi Medical Corporation, PENTAX developed the world's first electronic convex linear array ultrasound endoscope. These linear array EUS endoscopes are unique because they offer ultrasound guided needle biopsy, color Doppler and advanced image processing not available with older mechanical designed EUS endoscopes. In addition, the PENTAX radial array ultrasound endoscope was the first non-mechanical, all-electronic EUS scope to provide a transverse anatomical view. Both linear and radial array EUS endoscopes are compatible with the Hitachi line of

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PENTAX Medical Company & Kay Elemetrics Corp.

A Perfect Fit

Major Products (Continued)

processors, giving the added advantage of one processor for both scopes. In addition, PENTAX has developed a growing family of Specialty Scopes in the fields of Gastroenterology, Urology, and General Surgery, including: Cystoscopes, Ureterscopes, Choledochoscopes, Cysto-Nephroscopes, Enteroscopes, Duodenoscope-Assisted Cholangiopancreatoscopes, and Zoom Gastro & Colonoscopes.

- **Video Equipment**

By incorporating 10-bit A/D and D/A converters in digital image processing technology, PENTAX is able to deliver video color resolution that is comparable to broadcasting equipment, for unrivaled high-resolution endoscopic images. These high-resolution images are able to produce a color resolution of about one billion colors. Combined with image enhancement capabilities and contrast, PENTAX video equipment enables users to recognize even the most subtle color differences and/or structural changes in tissue.

- **Computer Software, Data & Image Management Systems**

PENTAX offers a wide range of robust, integrated computer software packages for the endoscopy lab.

- **endoPRO®** – an indispensable tool that allows complete management of endoscopic needs, including patient scheduling, administration, networking, quality assurance, and image review and reporting.

- **Doc-U-Scribe™** – an endoscopy reporting system that assists with patient management and reporting needs. It combines templates for computer-generated proce-

dural notes, and allows printable images to accompany notes and reports. Doc-U-Scribe is also a valuable tool for statistical analysis.

- **Nursing Notes** – a module to endoPRO and Doc-U-Scribe that permits paperless documentation and real-time entering of nursing notes into the patient record at point of care.

- **Motion Picture Studio (MPS)** – an extension of endoPRO that enables the physician to capture full motion video endoscopic data that can be recorded in real-time and saved for subsequent review.

- **Ancillary Equipment, Light Sources, Add-On Cameras, and Carts**

PENTAX also offers a wide range of ancillary equipment that enables customers to maximize their investment in its products.

Partnerships

PENTAX has partnered with many companies to provide the most comprehensive product offering to its customers. PENTAX's ACTIVE Solutions Network (ASN) provides single source access to multiple vendors who work together to minimize time and maximize accuracy and efficiency in the endoscopic lab. Building on PENTAX's 16 years of in-house computer software development, the ASN works with a consortium of industry leaders to develop interfaces and services that harness the multiple technologies in the hospital or endoscopy lab to create a seamless flow of data and integrated systems that improve workflow and cost-effectiveness, and bring patient care to the highest level.

Headquarters/Locations

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For more information on our worldwide network, please visit the PENTAX Medical Company website at www.pentaxmedical.com.

