



## ***As 3D imaging costs drop, will surgical revision rates drop too?***

### **Mazor's C-InSight® transforms hospitals' 2D C-arms into 3D – affordably**

**April 28<sup>th</sup>, 2010, Norcross, Georgia** Research has demonstrated the clinical value of 3D imaging over the standard 2D available in the vast majority of hospitals. A recent study by surgeons from Hannover Medical School in Germany has shown that when 3D images are available to surgeons in the OR, in 1 out of 5 cases they will revise their work intra-operatively – knowledge that is invisible on standard 2D systems. Not all sub-optimal instrumentations and fracture reductions necessitate revision surgery, but these cases are a major source for post-surgical pain, disability and extensive rehabilitation. While 3D technology has been around for years, the cost has been prohibitive: about 3 times the cost of a C-arm, the standard x-ray device used in operating rooms.

This is expected to change with the release of [C-InSight](#) by Mazor Surgical Technologies Ltd., a system which provides 3D imaging through a simple video connection to hospitals' 2D C-Arms. Launched this week in the US, C-InSight eliminates the need for heavy capital expenditures by hospitals and outpatient surgical centers, enabling them to incorporate 3D technology on their current C-arms. The C-InSight image quality was found by an independent study to be equivalent to commercially available 3D C-Arm imaging, making it the first device to be an affordable option for 3D imaging at community hospitals and clinics. As an intra-operative imaging system C-InSight enables surgeons to optimize their work, an issue especially important in fractures involving joints and in sports medicine.

Mr. Ori Hadomi, CEO of [Mazor Surgical Technologies Ltd](#) (TASE: [MZOR](#)), stated: "3D is a demand we have heard from surgeons for many years. We are delighted that we are able to deliver 3D which satisfies their needs: affordable, universal, simple, quick and low radiation". C-InSight will be marketed in the US through imaging equipment distributors and is expected to change the standard of care in both trauma cases as well as elective orthopedic surgeries. "There are over 30,000 C-arms in the USA and replacing all of them with 3D systems is impractical" added Hadomi, "yet upgrading them to 3D is a completely different story which has caught the attention of many surgeons and facilities, mainly due to the combination of affordability with clinical value, especially in the potential to reduce post operative revisions and pain."

#### **About Mazor Surgical Technologies**

Mazor Surgical Technologies is dedicated to the development and marketing of medical devices that assist surgeons to optimize patient outcomes. Mazor's products enable a safer environment for patients, surgeons and OR staff, by providing low-radiation, easy-to-use devices such as minimally invasive, surgical guidance systems and 3D imaging systems.

For more information contact:

David Yeh at [David.yeh@mazorst.com](mailto:David.yeh@mazorst.com)

770-564-5790

[usa@mazorst.com](mailto:usa@mazorst.com)

[www.mazorst.com](http://www.mazorst.com)