



Your Vision, Our Future

## **HD EndoEYE™ – Recipient of the 2006 SLS Innovations of the Year Award**

Orangeburg, N.Y. (September 20, 2006) – Olympus, a global leader in designing and delivering advanced and innovative healthcare solutions, was presented with the prestigious SLS Innovations of the Year Award for its revolutionary HD EndoEYE™ video laparoscope at the Society of Laparoendoscopic Surgeons' 15th International Congress and Endo Expo.



The Olympus HD EndoEYE was selected for this award based on its advanced imaging capabilities and the impact that high-definition (HD) imaging can have in the surgical community. The picture quality delivered by HD produces a sharp, smooth, breathtaking image with an amazing level of contrast, detail, and color reproduction when compared to standard definition formats, because of HD's higher pixel count and density. Consequently the higher resolution is the major advantage of HD for clinical applications because it holds the potential for doctors to improve the precision of diagnosing and treating different conditions.

HD EndoEYE is the only high-definition (HD) video laparoscope that, when combined with the EVIS EXERA II™ HD imaging system, introduces superior HD imaging to the O.R. This unique all-in-one concept is powered by an HD distally mounted video chip, which delivers an impressively high-resolution image that is remarkably life-like. HD EndoEYE is truly revolutionizing traditional laparoscopy by introducing the technological advancements of HD to endoscopic surgery – NOW!

### **About Olympus Surgical America**

Olympus Surgical America is an operating division of [Olympus Surgical & Industrial America Inc.](#), a wholly owned subsidiary of Olympus Corporation, Japan. Olympus Surgical America is an important part of the global Olympus network, with specific responsibility for the sales and marketing of surgical endoscopy equipment for distribution in the United States and Canada. With a focus on innovation and quality, Olympus provides knowledge and solutions that enable healthcare professionals to achieve excellent clinical and financial outcomes across the continuum of care.