

Samplify Systems and Teleded Announce Strategic Relationship

Companies partner to offer end-to-end hardware and software ultrasound development system to medical OEMs

CHICAGO, Nov. 28, 2010 /PRNewswire/ -- RSNA- Samplify Systems, a leading provider of technology, semiconductors and sub-systems for the ultrasound market, and Teleded Ltd., a leading provider of PC-based ultrasound systems and imaging software, today announced a strategic agreement leveraging each company's industry leading hardware and software solutions for the ultrasound market. Under terms of the agreement, the companies will jointly develop and market an ultrasound platform for medical equipment OEMs. The ultrasound development system will use Samplify's complete front-end beamforming platform, based on its Autofocus™ beamforming technology, and Teleded's award winning image processing and configurable graphics user software interface. This alliance provides ultrasound manufacturers worldwide with a complete hardware and software solution — from development to production — that quickly brings to market advanced ultrasound machines.

"Samplify's AutoFocus beamforming development kit is an ideal platform for us to offer our image processing software development kit (SDK)," says Dmitry Novikov CEO of Teleded. "Samplify's modular approach to the analog front end combined with the company's advanced image processing software enables us to rapidly deliver production solutions to our customers."

Tom Sparkman, CEO of Samplify comments, "Teleded is a clear ultrasound thought leader focused on the latest advances in image processing, component, and sub-systems for ultrasound. We are pleased to have Teleded not just as a hardware customer, but also as a software partner enabling us to deliver to our customers a complete end-to-end hardware and software solution."

Also covered by this agreement, Teleded will develop a next-generation system using Samplify's AutoFocus™ beamforming technology and analog-front-end modules, thus expanding its long line of highly successful ultrasound machines. Teleded will market this system both on an original equipment manufacturer and an original design manufacturer basis. Additionally, Teleded will become a preferred software partner providing its image processing SDK and integration services to customers of Samplify's hardware beamforming development platform. Teleded's image processing SDK supports all imaging modes and enables the OEM to easily configure the look-and-feel to meet their user interface and workflow specifications.

Samplify and Teleded will provide further details of their ultrasound solutions at the Radiological Society of North America (RSNA) Conference in Chicago, on November 28th – December 3rd, at the McCormick Place in Chicago, IL. Samplify will be in conference room CC20C at the Hyatt Regency, McCormick Place; Teleded will be in booth # 7800 / hall B.

About Samplify Systems:

Samplify is a solution provider of technology, semiconductor and system products for the medical imaging, wireless infrastructure, and industrial markets. Headquartered in Santa Clara, CA, Samplify's technology and semiconductor products, including the SAM1600 family of compressing ADCs, have won multiple industry awards for innovation. Additional information about Samplify can be found at www.samplify.com/ultrasound.

About Telemed Ltd.:

Telemed is a leading developer and manufacturer of notebook-based diagnostic ultrasound imaging systems. The company's award-winning configuration of standard PC notebooks with beamformers solutions and image processing provides superior image quality, ease of use and clinical flexibility to adapt to the needs of a variety of specialties. Telemed is a joint stock company headquartered in Vilnius, Lithuania with affiliate dealers in 60 countries. Additional information about Telemed can be found at www.pcultrasound.eu

SOURCE Samplify Systems, Inc.

RELATED LINKS

<http://www.samplify.com>

<http://www.pcultrasound.eu/>