

PHILIPS

Ultrasound

Affiniti 70

**It understands
your everyday**

Philips Affiniti 70 ultrasound system for Ob/Gyn

Designed for **balance**

You always go above and beyond to provide the best care to your patients. But you are expected to do so with less time, fewer resources, and higher patient volume. To balance these many demands, you need diagnostic information quickly but not at the expense of accuracy. You need advanced functionality but not at the expense of ease of use. You need a system that is ergonomic but built to last for the daily rigors of high patient volume.

Philips Affiniti 70 ultrasound system helps you achieve this balance. It delivers outstanding image quality and advanced tools for all gestational ages and complex gynecological cases – in a system that is out-of-the-box usable. Its simplified yet intuitive user interface and easy access to critical features produce superb diagnostic information quickly – all in an ergonomic design, to let you work with less reach and fewer steps. Its exceptional performance and intuitive design help you provide elegant, efficient care – every day.

TrueVue with TouchVue interface – photorealistic 3D fetal imaging at your fingertips

TrueVue offers a powerful 3D visualization tool that produces highly realistic imaging of fetal and gynecological anatomy. TrueVue features an innovative internal light source that provides illumination at any location within the 3D volume for exceptional visualization of anatomy. The internal light source allows the freedom to adjust the amount of light and shadow displayed on anatomical structures to reveal subtle detail not obtainable with conventional 3D rendering.

In addition, the GlassVue feature provides an early, more transparent view of the fetal anatomy than traditional ultrasound. The advanced 3D imaging tool goes beyond the surface to reveal bone, organs, and other internal structures. Users have control over the amount of transparency in the 3D volume.

TrueVue features an interactive interface called TouchVue. The TouchVue interface utilizes the Affiniti 70 touchscreen to allow fingertip control of both volume rotation and internal light source position directly on the TrueVue 3D image.

aReveal^{A.I.} automatic 3D segmentation

aReveal^{A.I.} uses an anatomical intelligent algorithm (AIUS)* that enhances 3D workflow and reduces the time and complexity of obtaining fetal face images. With a simple button push, aReveal^{A.I.} automatically sculpts away 3D data proximal to the fetal face by recognizing the geometry of the fetal skull, revealing the fetal face surface.



With **TrueVue**, a moveable light source illuminates 3D volumes internally or externally.

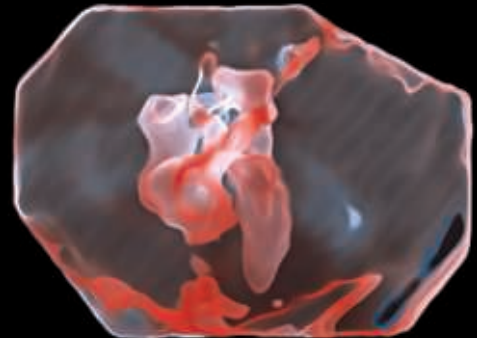


Different examples of light source position and depth

The **GlassVue** feature provides an early, more transparent view of the fetal anatomy than traditional ultrasound.

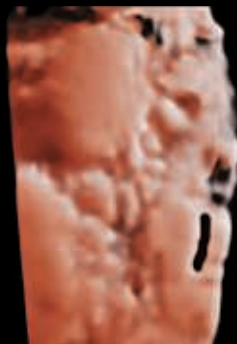


11 weeks of gestation



Fetal heart at 29 weeks of gestation

aReveal^{A.I.} is an advanced feature of Philips AIUS that removes extraneous information to quickly and easily reveal the fetal face.



Before aReveal^{A.I.}



After aReveal^{A.I.} applied

*** AIUS turns data into information**

Anatomical Intelligence Ultrasound (AIUS) looks at a patient's ultrasound data and applies adaptive system intelligence using 3D anatomical models to create easier and more reproducible results.

Workflow meets **WOW**

With the Affiniti 70 ultrasound system, workflow meets wow. The system incorporates those innovations that make Philips ultrasound the choice of those who demand high image quality and proven clinical applications, while also addressing the everyday need to scan quickly and deliver results efficiently, even for complex cases.

High anatomical detail

PureWave transducers are designed to increase penetration, particularly in technically difficult patients, such as expectant mothers with a high Body Mass Index (BMI). Pure, more uniform crystals, plus the ability to transform ultrasound energy with precision and efficiency, result in exceptional images with a high level of anatomic detail.

PureWave's power is strengthened by Affiniti 70's precision beamforming, which features a wide dynamic range to deliver superb spatial and contrast resolution, outstanding tissue uniformity, few artifacts, and reduced image clutter.

TSPs optimize the transducer for the specific exam type, producing excellent image quality with little or no need for image adjustment. This outstanding image quality combines with advanced clinical functionality.

Assess uterine tissue stiffness

Highly sensitive strain elastography can be used to assess relative tissue stiffness. Because it requires no external compression, it delivers exam consistency and reproducibility.

Affiniti 70's precision beamforming, PureWave technology, Tissue Specific Presets (TSP), and efficiency and automation tools deliver both performance and workflow for confident throughput.



Automation tools save time

Philips Affiniti 70 system is our most automated ultrasound system in its class, ever. It is equipped with automation features that enhance workflow, decrease repetitive tasks, and enhance ease-of-use and consistency of exams among users. These include:

- **aBiometry Assist^{A.I.}**: Virtually every obstetrical ultrasound examination includes standardized measurements of fetal structures to assess age and growth trends. aBiometry Assist^{A.I.} uses anatomical intelligence of fetal anatomy to automatically preplace measurement cursors on selected structures, which users can quickly accept or edit. This helps reduce conventional measurement steps and streamlines obstetrical report generation. aBiometry Assist^{A.I.} allows selection of auto measure function for BPD, HC, AC, and FL fetal structures.
- **Real-time iSCAN (AutoSCAN)**: Provides outstanding images in 2D, 3D, or 4D by automatically and continuously optimizing gain and TGC.
- **SmartExam guided workflow**: Increases consistency, reduces keystrokes, and decreases exam time by 30%-50%¹ by automatically planning and processing application protocols. Fast and easy to customize, SmartExam provides consistent and accurate annotation, automatic mode switching, and missed view alerts to streamline exams.
- **Efficient fetal scanning**: Ability to create protocols for all trimesters and specialty exams such as trisomy 13 and 21.

Elevated Ob/Gyn imaging versatility with Tilt feature

The Tilt feature of the 3D9-3v transducer provides lateral steering of the 2D image plane to the right or left. 2D Tilt allows scanning access to anatomical structures that are off-axis without having to manually angle the transducer for maximum scanning versatility during the exam.

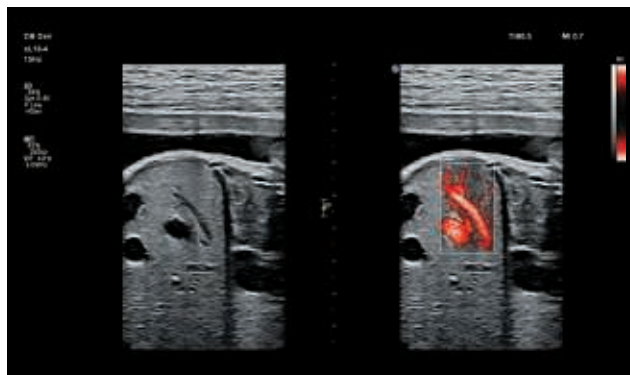
¹Drose J. Saving time while increasing revenue. University of Colorado Hospital. April 2007.

eL18-4 transducer

The eL18-4 is a high frequency linear transducer that incorporates ultra-broadband PureWave crystal technology with fine-elevation focusing capability. The transducer's advanced design allows for wide field of view trapezoid imaging and superb 2D detail resolution along with the penetration needed in obstetrical and gynecological examinations to provide diagnostic confidence.

MicroFlow Imaging

MicroFlow Imaging, found on the eL18-4, is a proprietary mode designed to detect low flow, low velocity blood flow found in small fetal, placental, uterine, and ovarian vasculature. MicroFlow Imaging overcomes many of the technical barriers associated with conventional methods to detect small vessel blood flow with high resolution and minimal artifacts. MicroFlow Imaging maintains high frame rate and 2D image quality while applying advanced artifact reduction techniques. New 2D image subtraction, 2D blending, and side/side display options offer excellent visualization versatility.



Fetal liver with eL18-4 and MFI

Q-App quantification applications

Affiniti 70 offers sophisticated Q-Apps to quantify ultrasound image information.

- General Imaging 3D Quantification (GI 3DQ)
- Region of Interest (ROI)

Transducers include:

- PureWave C5-1 and PureWave C9-2 for obstetrical patients
- PureWave C10-3v for early obstetrical and gynecological exams
- PureWave eL18-4* for a diverse range of clinical applications, including breast, MSK, small parts, vascular, pediatrics, and Ob/Gyn

* The eL18-4 does not appear in the photograph to the right.



you can see



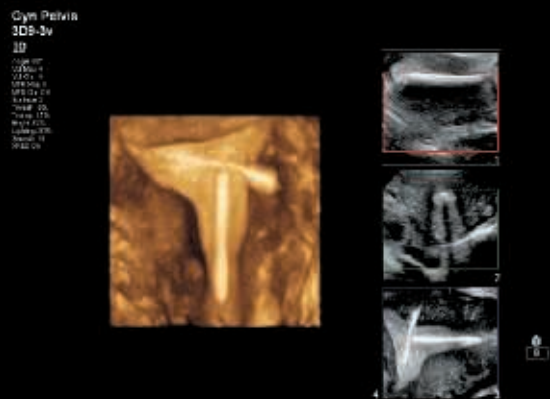
Middle cerebral arteries



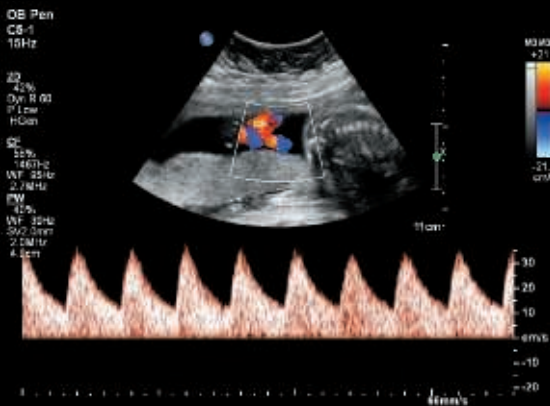
Fetal abdomen



Nuchal translucency 11.5 weeks of gestation



Uterus MPR



Umbilical cord Doppler chroma



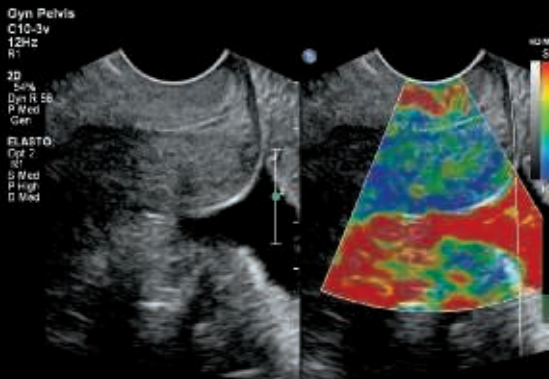
Fetal profile



Early OB 9 weeks of gestation



11 weeks of gestation



GYN elastography



Long uterus



TrueVue baby face



Four-chamber heart

Designed around your everyday workflow, Affiniti 70 offers walk-up usability, ergonomics, and mobility.

Comfort meets **competence**

Philips leverages the experiences of its customers to design Affiniti 70 to address the challenges of daily scanning. We understand the reality of tight spaces, high patient volume, technically difficult patients, and time constraints, and we've designed the system with thoughtful details to help lighten your workload.



You won't notice it's there unless it's gone, but users have reported that easy clip, our innovative cable management solution, keeps cables tangle-free and reduces damage while decreasing cable strain to enhance comfort while scanning.

MaxVue high-definition display

With a touch of a button, MaxVue brings full high-definition display quality to ultrasound imaging. Now you can experience extraordinary visualization of anatomy with 1,179,648 more image pixels when compared to the standard 4:3 display format mode. MaxVue enhances ultrasound viewing during interventional procedures and provides 38% more viewing area to optimize the display of dual, side/side, biplane, and scrolling imaging modes.

**Over one
million more
pixels per
image**

**38% larger
viewing area**

Standard
format 4:3

**1024 X 768
pixels**

MaxVue
Full high definition
format 16:9

1920 X 1080 pixels



With image replication and TGCs on its tablet touchscreen, Affiniti 70 was designed to reduce reach and button pushes.



Affiniti 70's friendly design and library-quiet operation enhance patient comfort.



One of the lightest in its class, so pushing the system down hallways and tight spaces is easy.



To reduce the time required for mobile scans, the system can be put to sleep in two seconds, and then moved to a new location, where it starts up in just seconds.

Enhanced native data

Active native data allows post-processing of many exam parameters allowing you to finalize images before transfer to PACS. Now with enhanced functionality, users can move or change annotation or body markers as well as adjust 2D Gain, Views, Display Zoom, Gray map, Chroma map, and dynamics range on frozen or stored cine clips. Enhanced active native data also allows users to perform retrospective measurements on stored ElastQ Imaging exams.

Walk-up usability

The intuitive, intelligently designed user interface and system architecture have been validated by studies that show that users with ultrasound experience require minimal training on system use to be able to complete an exam.¹

Reduced reach and button pushes

To enhance exam efficiency, Affiniti 70 places relevant, easy-to-learn controls right at your fingertips, streamlining workflow. Because 80% of ultrasound clinicians experience work-related pain, and more than 20% suffer a career-ending injury,² we've designed our intuitive, tablet-like touchscreen interface to reduce reach and button pushes.

Scanning comfort

Affiniti 70 is designed to make a full day of scanning comfortable. The control panel with 180° of movement and generously sized 54.6 cm (21.5 in) articulating monitor enhance scanning comfort whether sitting or standing, but also can be used to bring comfort to patients because you can easily turn the monitor towards them and share images on the large screen. At just 83.5 kg (184 lb), with a small footprint and a fold-down monitor, the system can be easily moved, and fits into small spaces.

Ready when you need it

The Set-up Wizard provides out-of-the-box usability that allows users to step up to the system, easily establish user configurations, and get running quickly.

When an exam is finished, a full suite of DICOM and PC format capabilities makes information-sharing simple. Structured reporting facilitates patient workflow by giving you the ability to transfer measurements, images, and reports over network share, and wireless capability plus easy connection to printers helps you document exams.

¹ 2014 internal workflow study comparing Affiniti to HD15.

² Society of Diagnostic Medical Sonography, Industry Standards for the Prevention of Musculoskeletal Disorders in Sonography, May 2003.

A **smart** investment

Built to withstand the rigors of daily use, Affiniti 70 offers low operating costs and is backed by Philips support and value-added services. The Affiniti 70 system boasts a low total cost of ownership, making it a smart investment.

Enhance uptime

- A modular design for enhanced reliability and rapid repair
- Philips remote services* monitoring, which corrects issues using a standard Internet connection, reducing the need for service calls
- Access to our award-winning service organization

Responsive relationships

The value of a Philips ultrasound system extends far beyond technology. With every Affiniti 70 system, you get access to our award-winning service organization, our competitive financing, and educational programs that help you get the most out of your system.



Exceptional serviceability

The system features a superb modular design for rapid repair.

Affiniti 70 offers a defense-in-depth strategy, implementing a suite of security features designed to help clinical IT professionals and healthcare facilities provide additional patient data privacy and virus protection, as well as protection from unauthorized access via the ultrasound systems on hospital networks.

Affiniti 70 consumes nearly

40%
less power

than its predecessor.**
It consumes less energy than a toaster and generates less heat, which can help you save on energy and cooling costs.



Service Request
button for
immediate access
to Philips support.

* Not all services available in all geographies; contact your Philips representative for more information. May require service contract.

** HD15

Count on us as your patients count on you

The value of a Philips ultrasound system extends far beyond technology. With every Affiniti 70 system, you get access to our award-winning service organization,* competitive financing, and educational tools that help you get the most out of your system.**

Always there, always on

We work as one with your team to keep your Affiniti 70 system running smoothly.

Remote service capabilities maximize efficiency

Easy, rapid technical and clinical support through remote desktop enables a virtual visit with a Philips expert.

If you prefer to keep your know-how in-house, the OmniSphere Remote Technical Connect application† allows your BioMed team remote access to Philips systems on your network so that you can have remote service capabilities your way.

Remote software distribution boosts performance over the entire system lifecycle

Remote software distribution provides a simple, convenient, and safe process to seamlessly receive updates at a time that suits you, keeping your system at peak performance now and in the future.

Proactive monitoring solutions maximize uptime

Philips proactive monitoring increases system availability by predicting potential system disruptions and proactively acting on them, letting you focus on what is most important – your patients.

Immediate support request at your fingertips

The support request button allows you to enter a request directly from the control panel, for a fast and convenient communication mechanism with Philips experts without leaving your patient, minimizing workflow interruption.

On-cart transducer test provides confidence in your transducer quality

On-cart transducer test provides a non-phantom method to test Affiniti 70 transducers at any time, giving you confidence in your diagnostic information.

Sharing risk, increasing the return on your investment

Partner with us to maximize utilization and uptime of your Affiniti 70 system.

Utilization reports for confident decision-making

Data intelligence tools can help you make informed decisions to improve workflow, deliver quality patient care, and decrease the total cost of ownership. The on-board utilization tool provides individual transducer usage data and the ability to sort by exam type. The OmniSphere Utilization Optimizer takes this a step further by providing easy-to-use charts and graphs for all of your applicable† networked Philips systems.

Understanding your needs, designed for you

Our flexible RightFit service agreements, education offerings, and innovative financing solutions can be adapted to meet your needs and strategic priorities.

- **Technology Maximizer Program:** helps keep your system performing at its peak by continuously providing the latest software from Philips at a fraction of the cost of the same upgrades purchased individually over time.
- **Xtend Coverage:** lets you choose additional service coverage for your ultrasound equipment at the time of purchase to more easily calculate your total cost of ownership.
- **Clinical education solutions:** comprehensive, clinically relevant courses, programs, and learning paths designed to help you improve operational efficiency and enhance patient care.

ISSL technology

- This industry-standard protocol meets global privacy standards and provides a safe and secure connection to the Philips remote services network using your existing Internet access point.
- Business optimization tools such as OmniSphere allow you to use the power of data and connectivity to generate actionable insights and enhance productivity to improve your return on investment.

* Philips is rated number one in overall service performance for ultrasound for 23 consecutive years in the annual IMV ServiceTrak survey in the USA.

** Optional. Not all services available in all geographies; contact your Philips representative for more information. May require service contract.

† Check with your Philips representative for system compatibility.

