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BK Ultrasound, Powered by Analogic, Introduces the bk3500 Ultrasound System

PEABODY, Mass., March 17, 2016 (GLOBE NEWSWIRE) -- Analogic Corporation (Nasdaq:ALOG), enabling the world's medical imaging and aviation security technology, today announced the global launch of its new bk3500 ultrasound system, which will be showcased at the American Institute of Ultrasound in Medicine (AIUM) annual meeting, March 18—21, in New York City.

"In fast-growing point-of-care ultrasound applications such as emergency medicine, physicians focus on the patient, not on imaging equipment," said Jacques Coumans, Ph.D., VP and chief marketing and scientific officer. "They need to be sure that clinical images and diagnostic reports are available throughout the healthcare system after the exam, and that credentialing or billing does not take more time than the actual exam itself."

BK Ultrasound's new bk3500 system with bkHub was designed to satisfy those needs: a robust, slender, easy-to-maneuver high-end ultrasound system, with seamlessly integrated IT functionality, simple guided workflow through a hybrid control panel with icon driven touch screen and superb, high-resolution image quality. With fast boot-up time and integrated battery, clinicians can start quickly, finish faster and move the system to where it is needed. The integrated bar code reader makes patient information entry at the bedside simple and accurate.

"Excellent image quality, effortless workflow integration, simplistic user interface and advanced features such as Vector Flow Imaging, make the bk3500 an excellent choice for the challenging EMED/Critical Care setting," said Rajesh N. Geria, MD FACEP, emergency medicine physician and clinical assistant professor of emergency medicine at Robert Wood Johnson University Hospital in New Brunswick, New Jersey, USA.

The bkHub is a unique software solution for the bk3500, designed for billing and ultrasound image management that applies the standards defined by the American College of Emergency Physicians (ACEP) for credentialing, quality assurance and training. bkHub assists in streamlining the emergency department workflow and helps reduce the time, costs and paperwork associated with managing an ultrasound program or practice.

"We are very excited to introduce our new bk3500 ultrasound system," said Jim Green, president and CEO. "This brings together remarkable workflow with exceptional image quality. The bk3500 provides premium ultrasound technology that is specifically geared to meet the challenging demands of point-of-care settings. With the integration of bkHub, we are able to provide a complete solution for the increasing demands of the point-of-care setting."

As with all of BK Ultrasound products, the bk3500 offers a comprehensive selection of up to 4 simultaneously connected transducers with the exclusive Smart™ button, which allows the user to activate the transducer, freeze, print and store images with a simple press, reducing the time needed to change transducers and perform essential imaging functions.

BK Ultrasound will be exhibiting the bk3500 at booth **#1301** in **Americas Hall I** at the [AIUM Annual Convention](#) in New York City, March 18—21.

About Analogic

[Analogic](#) (Nasdaq:ALOG) provides leading-edge healthcare and security technology solutions to advance the practice of medicine and save lives. We are recognized around the world for advanced imaging and real-time guidance technologies used for disease diagnosis and treatment as well as for automated threat detection. Our market-leading ultrasound systems, led by our flagship BK Ultrasound brand, used in procedure-driven markets such as urology, surgery, and point-of-care, are sold to clinical practitioners around the world. Our advanced imaging technologies are also used in computed tomography (CT), magnetic resonance imaging (MRI), and digital mammography systems, as well as automated threat detection systems for aviation security. Analogic is headquartered just north of Boston, Massachusetts. For more information, visit www.analogic.com.

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