



IBA Launches Medical Imaging QA Product Line and Sales & Service Network to North America

- A new Medical Imaging Quality Assurance (QA) for Patient Dose safety and workflow efficiency
- A US and Canada new sales organization and 24 hours service network for complete solutions in QA Medical Imaging

Chicago, USA, 23rd November, 2012 – IBA (Ion Beam Applications S.A.), the global high-tech leader in the next generation of radiation therapy and diagnostics for the treatment of cancer, announces that its Dosimetry business unit launches a sales and service network in North America for its medical imaging QA product line at the annual meeting of Radiological Society of North America (RSNA) – booth #8700.

“We are proud to provide the benefits of IBA’s proven and complete solutions for x-ray based medical imaging QA to all diagnostics professionals in North America,” says **Doug Utter**, North America International Sales Manager. *“With our extensive nation-wide distribution network our customers will now benefit of a superior support and service. The 24 hour service and exchange that we provide for our MagicMaX Universal Multimeter in the United States is a testimony of our commitment to our customers in America.”*

MagicMaX Universal is IBA Dosimetry’s latest solution that meets the highest performance and workflow efficiency needs in dose verification - all in one small device for all X-ray modalities. Moreover, the unique functionalities of the accessory “MagicMaX Current Probe” enable both invasive and non-invasive measurements which define new standards. Complete solution kits for all X-ray modalities (MagicMaX Universal with imaging test phantoms for radiography, CT or Mammography) cover the full spectrum of medical imaging QA needs from dose to image verification.

“Patient safety is the driving force for our innovations at IBA Dosimetry. In medical imaging, we offer complete solutions that allow our customers worldwide to verify quality throughout the digital workflow chain : from dose QA with MagicMaX, to image resolution and contrast checks with our phantoms, to Quality Assurance of the medical display.” commented **Ralf Schira**, Vice President Product Management and Marketing at IBA Dosimetry.

About MagicMaX Universal

The brand new [MagicMaX Universal](#) is the high-end Multimeter solution which fulfills all your beam verification needs. Its plug and play feature allows fast and seamless workflow with multiple parameters measured in one single exposure within one minute.



The advanced MagicMaX software provides a total overview on one screen as well as comprehensive expert level details. With each exposure, MagicMaX Universal simultaneously displays and records dose, dose rate, kV, exposure time, pulse, total filtration, and more parameters. The user friendly export functionality to pre-configured Excel templates facilitates adaptable data recording for convenient analysis and reporting customized to your needs.

About IBA

IBA (Ion Beam Applications S.A.) is the global high-tech leader in next generation radiation therapy and diagnostics of cancer. The Company's expertise lies in the development of next generation proton therapy technologies and radiopharmaceuticals that provide oncology care providers with premium quality services and equipment, including IBA's leading fully integrated IntegraLab[®] radiopharmacy system, and Dosimetry advanced solutions for Quality Assurance of medical equipment and increased patient safety.

Headquartered in Belgium and employing more than 1,200 people worldwide, IBA currently has installed systems across Europe and the US and is expanding into emerging markets. The Company is focused on building sustainable global growth for investors by providing solutions in the fight against cancer.

IBA is listed on the pan-European stock exchange EURONEXT. Further information can be found at: <http://www.iba-worldwide.com>

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