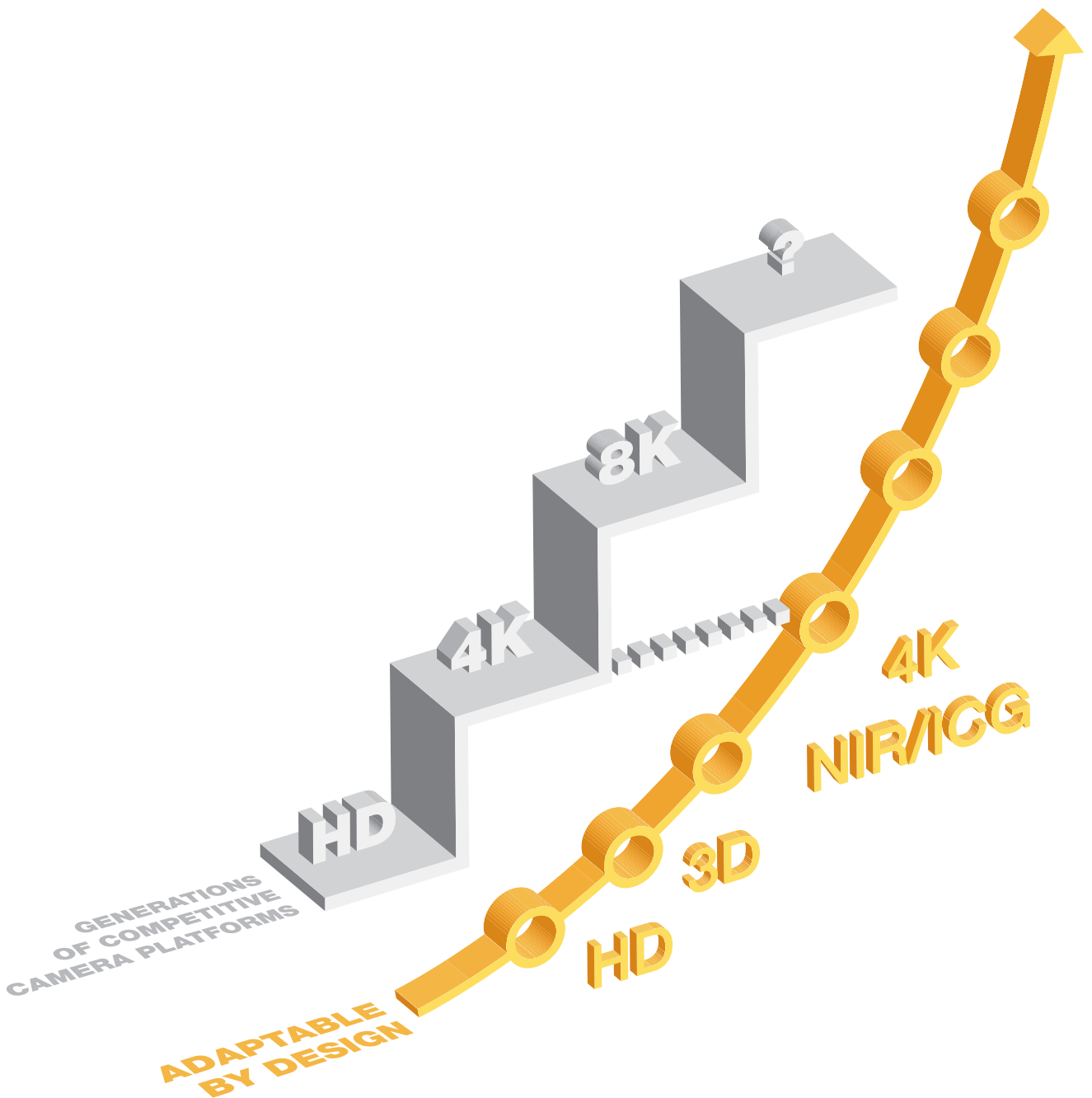


# IMAGE1 S™

An adaptable, economical, multi-specialty video architecture that allows you to insert new technology on your terms and schedule, in the OR and across the enterprise.



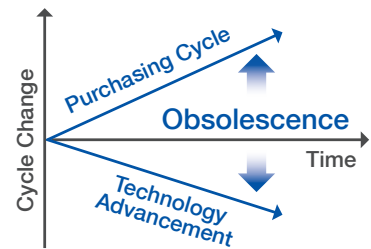


## What is your OR video asset management strategy?

In a time of compressed budgets, capital purchases must maximize the return on invested capital dollars while minimizing the constraints that often accompany new technology. That is why many hospitals are investing in asset management activities with the goal to minimize capital expenditures and operating expenses (total cost of ownership) by maximizing the useful life of an asset.

## Is your purchasing cycle out of sync?

Advancements in technology driven by chip miniaturization, computer processing power and intelligent software progression, have rapidly outpaced the typical 8-10 year replacement cycle. Keeping up with these replacement technologies increases cost in multiple ways beside the high costs related to the initial capital acquisition. Some examples of these often unplanned down-stream costs are changing due to evolving asset complexity, equipment compatibility issues, and redundant/duplicate technology.

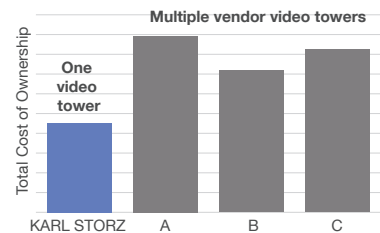


## Do you have multiple video technologies in your OR?

Surgeons already use various technologies (HD, 3D, NIR/ ICG, videoendoscopes, 4K/UHD) to achieve optimal patient outcomes. Incompatible video towers from the same or multiple suppliers to accommodate those technologies create extra cost and operational inefficiencies.

## What if you could cut total cost of ownership in half?

Following its philosophy of forward and backward compatibility, KARL STORZ has developed an adaptable and scalable video architecture that cuts your total cost of ownership in half.



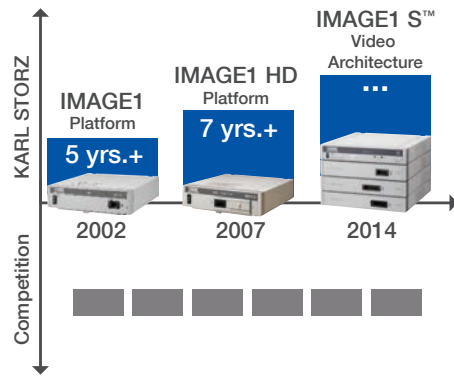
## The solution: one modular video CCU architecture

The solution is unique – one modular video camera control unit (CCU) with mix and match architecture provides health care provider with technology choices today and tomorrow. The result is a scalable customized solution that meets the specific needs of your operating rooms, ranging from one technology (two architecture modules) to numerous technologies (four architecture modules).

## Backward compatible

With IMAGE1 S™ 4K, surgeons can use all previously introduced IMAGE1 S™ technologies plus former generation IMAGE1 HD camera heads and videoendoscopes. And they can continue using existing telescopes. So transitioning to new video technologies can happen on your schedule and in accordance with your budget.

*Figure on right: IMAGE1 video generation. IMAGE1 HD was backward compatible with IMAGE1 and IMAGE1 S™ is backward compatible with IMAGE1 HD. Boxes represents competitor video generation market releases*



### Adaptable by Design & Backwards Compatible



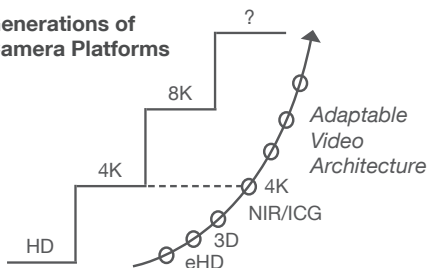
## Technology choices without equipment duplications

The modular CCU architecture enables choosing the technologies surgeons actually use, installed on a single tower. With its large range of video technologies, IMAGE1 S™ serves all surgical specialties, reducing the need for multiple equipment types. The modular CCU architecture is scalable - should surgical needs change (e.g. recruiting a new surgeon, doing more advanced procedures) existing modules and instruments can be added.

For infrequently performed procedures you would only buy a few of those specific modules and place them on stands rather than every video tower. IMAGE1 S™ allows surgeons to view and document two video images on one monitor at the same time eliminating duplicate video equipment (\$50,000 cost savings), saving space and improving workflow.



### Generations of Camera Platforms



## Forward compatibility

IMAGE1 S™ is future ready. Its exclusive modular video CCU architecture enables software and hardware upgrades to new KARL STORZ video technologies allowing each unique OR to upgrade selected component(s) through a configuration tailored to their direct procedure needs rather than replacing a whole tower. The result is lower overall costs. Forward compatibility with IMAGE1 S™ follows a slope rather than a traditional step function, introducing new technologies as they arrive and minimizing obsolescence concerns.

## Conclusion

Standardizing on the KARL STORZ IMAGE1 S™ adaptable and scalable modular CCU architecture minimizes your capital expenditures and operating expenses by 50% via maximizing its useful life and minimizing asset duplications, all while allowing you to build your customized solution on your timeframe.

  
The logo features the number '75' in a large, bold, blue sans-serif font. The '5' is stylized with a white circle in the center, resembling an endoscopic lens. Below the '75', the word 'Years' is written in a blue, cursive script font.

*Shaping the Future  
of Endoscopy with you*

**STORZ**  
**KARL STORZ—ENDOSKOPE**

*THE DIAMOND STANDARD*

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