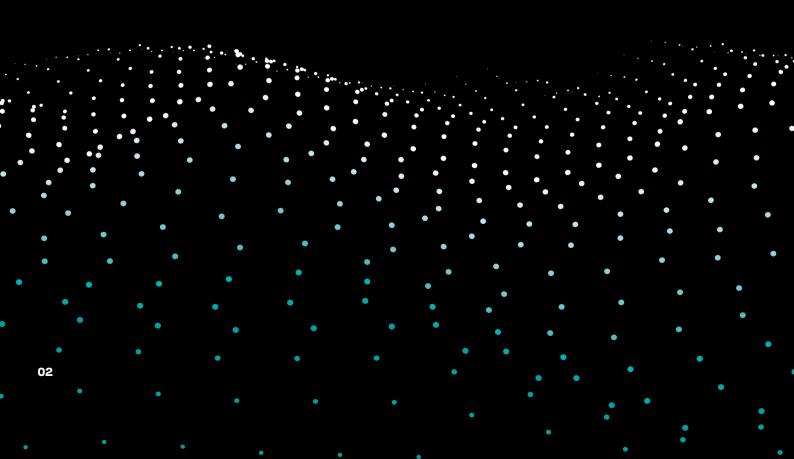


Confidence through intelligent imaging

The most defining characteristic of ContextVision is our ability to translate groundbreaking technological findings into products that help our clients achieve better results and become successful in their endeavors. I'm proud of the fact that although we are operating from a leading position in our market, our efforts in developing new solutions to meet the evolving needs of our clients have never diminished.

Anita Tollstadius, CEO



Trusted in more than 250,000 systems

ContextVision's advanced image enhancement products for Ultrasound, MRI, X-Ray and Mammography are used globally by world-renowned OEMs. Every day. All over the world. Clinicians can rely on our technology to get the answers they need from medical imaging. This is what's motivates us!

An industry pioneer for more than 30 years, ContextVision is still in the lead. We are currently investing heavily in deep learning, the latest within artificial intelligence, to further expand our product line and continue in exceeding our clients' expectations.

Pioneering the frontiers of medical imaging

Changing the game for image enhancement in medical imaging

1996

1983 ContextVision founded

2015

Strategic decision on strong investment in new technology

2009 Pioneering in 3D/4D

2015 True-to-reality visualization

2016 ContextVision valu proposition with A

2025 Al a natural part of daily healthcare **Q&A with CTO Martin Hedlund**

Changing the game - again!

We invested early in Al technology. Today we have a very active R&D group with much experience and knowledge in this area.

Martin Hedlund, CTO

Q — In what way will AI disrupt conventional technology within medical imaging?

A - The concept of AI and machine learning has the potential to change the game of medical imaging. We can train neural networks with much more data than humans experience during a lifetime. This means that we can reproduce the competence of the best experts, or even outperform them! We can guarantee reproducibility in exams and diagnosis, and avoid human subjectivity and variations. With active learning models, results can continuously be improved. With better ground truth, i.e. data from different sources, time or outcome. Al can make better predictions, solve more complex tasks and make new discoveries.

\mathbb{Q} — How could the clinicians benefit from AI technology?

A — The knowledge and experience from experts all over the world can now be combined and conserved in AI based products. These tools will empower clinicians and give them greater confidence in clinical judgements and diagnosis. They will also provide great support for less experienced clinicians who can take advantage of expert competences as well as develop their own expertise more quickly.

Q — In 2015 ContextVision made a strategic decision to invest heavily in the field of AI. How will this develop the company?

A — Globally, there is an ever-increasing need to facilitate the interpretation of medical images. Our investment enables us to extend our product portfolio beyond image enhancement and visualization. We are now investigating a range of applications, e.g. within ultrasound, radiology and digital pathology.

Al tools will help clinicians work more efficiently; handling more images within a given time and in an even more quality-assured way. We foresee the advent of new image analysis tools that will revolutionize medicine within a not-so-distant future. And Context-Vision is ready to take a leading position in this development.

Q — How does ContextVision utilize the potential of AI and machine learning?

A — We are applying Al in areas such as automation, optimization, segmentation and classification. These are used to improve image quality and image analysis - and to facilitate efficient workflow and ease-of-use for clinicians.

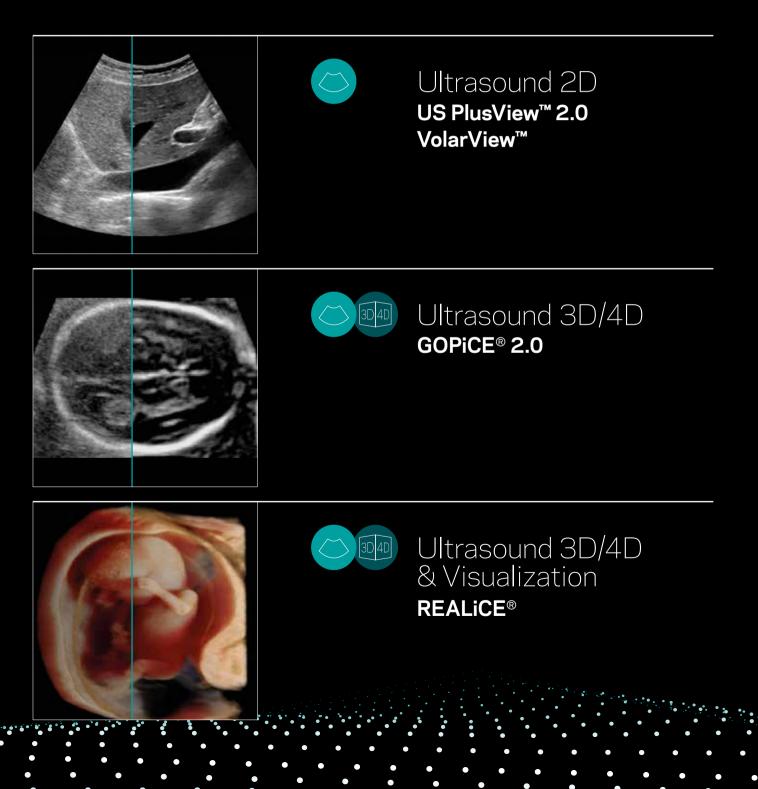
Q — What are the technical challenges of practical AI product development?

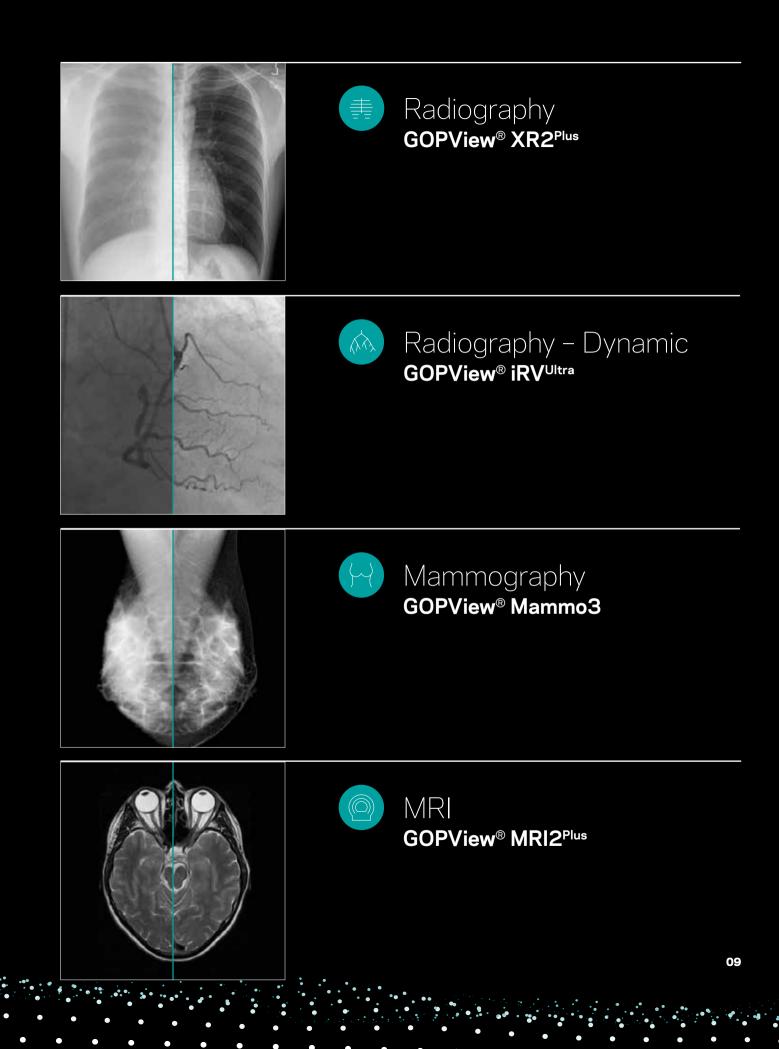
A — There are three main challenges: robust design and effective implementation of the neural networks, access to relevant ground-truth training data and staying at the forefront of the rapid development.

$\mathbb{Q}-\text{Why}$ does ContextVision have an advantage over the competition within this field?

A - We invested early in AI technology. Today we have a very active R&D group with much experience and knowledge in this area. With our long experience in developing algorithmic structures, where our GOP technology has many similarities with the machine learning networks, we know how to implement such algorithms on different platforms and make reliable products. Throughout the years we have also built up strong relationships with our OEM customers and established a network of reference sites and clinical references. This gives us fast and accurate feedback on our Al developments.

State-of-the-art Image enhancement and Visualization





Building strong partnerships and competitive edge

ContextVision's partnership program is aimed at creating strong, longlasting business relations – and solid foundations from which to build competitive edge together. It begins with us matching the challenges of each client with customized applications of our innovative products. After the final release, it continues with fail-safe routines for support and expert advice. Whenever and wherever it's needed. Here are some voices from our highly experienced team: Creating solutions together is very rewarding work. From considering all the aspects: clinical, technological and workflow – to experiencing how everything works out just as we planned in the final release. Long partnerships also create space for personal relations and provide valuable insights into client challenges.

Karin Elofsson, Application

My job is to design an efficient supply process for each client. This includes tailoring our supply to match client production and logistics on a global scale – and creating routines to ensure reliability on the highest possible level. Kent Strandlund, Order & Delivery

A crucial part of our business is providing technical support to all our clients who are distributed all over the world, with production 24-7. I really enjoy taking care of their issues, a job which keeps me updated on exciting new technology and always a step ahead. Emil Styrke, Technical Support

Our consistent research and development of innovative technology are key components in creating a competitive edge for our clients – and a strong basis from which we grow together. State-of-the-art products are combined with application and clinical expertise, efficient support and reliable deliveries.

Stellan Heyerdahl, Sales

At your service. Every day. All over the world.

