



OPTOACOUSTICS LTD

SOUND SOLUTIONS FROM LIGHT TECHNOLOGY™

**FOR IMMEDIATE RELEASE**

**CONTACT: Mr. Bob Rosenbaum**  
Director, Strategic Marketing  
Optoacoustics Ltd  
+1 866-867-5029 (US Toll Free)  
+972 3-634-4488  
[bob.rosenbaum@optoacoustics.com](mailto:bob.rosenbaum@optoacoustics.com)

## **Optoacoustics Brings Advanced IMROC™ Multi-Channel MRI Communication System to Siemens at RSNA 2011**

*Ground-breaking MRI fiber optical communication system brings new level of productivity to the Siemens MAGNETOM Family*

**TEL AVIV, ISRAEL (November 21, 2011)** – Siemens has chosen Optoacoustics' IMROC™ Multi-Channel Communication System as a featured accessory for its MAGNETOM family of MRI scanners, and will promote the System at the Radiological Society of North America (RSNA) 2011 conference in Chicago starting on November 27.

IMROC is the **most advanced and complete communication system available** for MRI environments. It enables up to **eight concurrent dialogs** during a scan – **five doctors, one patient and two technologists** – in any configuration. IMROC provides crisp, clear speech with very low latency, is certified by Siemens as completely MRI safe, and is field-proven.

Using IMROC, doctors can work smoothly and quietly, speaking freely with technicians and patients in any MRI environment. The System uses Optoacoustics' **DSP-based adaptive noise reduction to filter out MR acoustic gradient noise, with three selectable modes to fit every scenario**. IMROC components include lightweight self-hearing headsets with built-in ear defenders and high fidelity optical speakers, FOMRI-III™ dual channel noise cancelling microphones, personal switching units and a full-featured control room mixing console.

IMROC is **used extensively at leading interventional MRI research centers**, including those where Siemens' MAGNETOM scanners provide the most advanced imaging modalities available, such as the University of Texas M. D. Anderson Cancer Center (MDACC), the National Institutes of Health (NIH), Johns Hopkins University School of Medicine, the University of Utah School of Medicine, and Klinikum Coburg in Germany. Radiologists and technologists have **praised IMROC for improving personal productivity and clinical throughput**.

"We're honored and thrilled to be invited by Siemens to join them in promoting the IMROC System at RSNA 2011," said Dr. Yuvi Kahana, CEO of Optoacoustics and a creator of the IMROC. "We look forward to seeing IMROC become an integral part of every Siemens MRI suite."

IMROC can be seen at **Siemens Booth 822 in Lakeside Center, Hall D** at RSNA 2011.

– ### –

Siemens AG is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging. Siemens is the only company to offer customers products and solutions for the entire range of patient care from a single source – from prevention and early detection to diagnosis, and on to treatment and aftercare. By optimizing clinical workflows for the most common diseases, Siemens also makes healthcare faster, better and more cost-effective. For further information please visit: [www.siemens.com/healthcare](http://www.siemens.com/healthcare).

Optoacoustics is a leading provider of optical fiber-based microphones, headphones and sensing systems for medical applications worldwide. For more information, visit <http://www.optoacoustics.com/medical/imroc>.

