

**PHILIPS**

Image Guided Therapy

Mobile C-arm System  
3000

Zenition 30



**Unlimited potential at your fingertips**  
Messaging playbook

For external use

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# 1

## Introduction

Work with ease and confidence, today and tomorrow with Philips Image Guided Therapy Mobile C-arm System – Zenition, a series of harmonized mobile C-arms that offers proven ease of use and future-fit capabilities.

Choosing a new mobile C-arm is all about usability and performance. You want technology that quickly feels familiar. You need sharp, detailed images for every anatomy that can be obtained quickly yet ergonomically. Your system must stay clinically relevant over time. With Zenition, you get a harmonized range of systems designed to reduce operational costs, simplify use and streamline fleet management. Experience the same intuitive control and handling on the Zenition Flat Detector and image intensifier systems.

Every Zenition system shares a standard Windows® platform and is ready to embrace new clinical applications and service and support technologies as they evolve. The Technology Maximizer program helps you manage upgrade costs for years to come.

# 2

## Zenition platform messaging



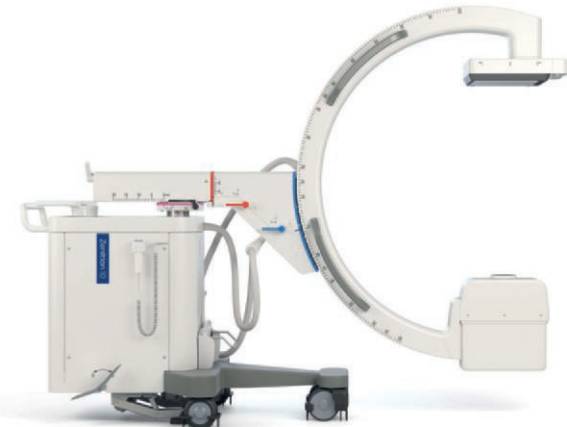
### Philips Image Guided Therapy Mobile C-arm System 7000 – Zenition 70

Experience exceptional clarity and flexibility for performing a wide variety of cases with our fourth-generation Flat Detector systems. Available with our 30x30 cm, 26x26 cm Flat Detector and the compact 21x21 cm Flat Detector.



### Philips Image Guided Therapy Mobile C-arm System 5000 – Zenition 50

Point-and-shoot simplicity and reliable uptime make these the image-intensifier-based systems of choice for intensive use in interventions and surgeries. Available with our 9" or 12" Image Intensifier.



### Philips Image Guided Therapy Mobile C-arm System 1000 – Zenition 10

Power the future of routine surgeries. Gain high-quality imaging, high uptime and efficient workflow in a powerfully compact design. Available with our 20x20 cm Flat Detector.



### **Philips Image Guided Therapy Mobile C-arm System 3000 – Zenition 30**

Give your surgical teams simple, more flexible imaging to make fast, informed decisions. Advanced imaging algorithms and the Personalized IQ feature provide outstanding image quality and dose efficiency. Unique surgeon control empowers end users by giving them more control. Available with our 20x20 cm Flat Detector.

# 3

## Zenition 30 headline, storyline and pillars

### 3.1 Zenition 30 messaging house

#### Headline

**Unlimited potential at your fingertips**

#### Elevator pitch

Give your surgical teams simple, more flexible imaging to make fast, informed decisions with the Philips Image Guided Therapy Mobile C-arm System 3000 – Zenition 30. Flat Detector technology along with advanced imaging algorithms and a Personalized IQ feature provide outstanding image quality and dose efficiency, helping you to perform a wide variety of surgical procedures. Unique surgeon control and the Touch Screen Module empower end users by giving more control, while the electromagnetic brakes reduce manual effort. Built on the foundations of the Zenition platform, Zenition 30 is designed to meet your economic and business goals.

#### Positioning story

Give your surgical teams simple, more flexible imaging to make fast, informed decisions with the Philips Image Guided Therapy Mobile C-arm System 3000 – Zenition 30. Unique surgeon control and clinical versatility are complemented by outstanding image quality and dose efficiency to meet the needs of busy care facilities and changing users, while building your economic and business value.

Leveraging Zenition’s industry-defining ease of use and workflow efficiency, Zenition 30 offers personalized control and clarity to enhance speed and decision-making for a range of clinical procedures. These include trauma, spine and other orthopedic procedures, pain management, vascular, abdominal, urology and general surgical procedures. You benefit from high uptime and a low total cost of ownership, supported by our global service organization.

#### Benefit clusters

##### Increase OR performance

##### Enhance clinical capabilities over time

##### Outstanding user experience

#### Main benefits

- |   |   |   |
|---|---|---|
| 1. Proven uptime and low maintenance design based on Philips’ 65+ years of experience               | 1. High power and long X-ray time empowers users to take clinical decisions with confidence       | 1. Surgeon control empowers more user autonomy  |
| 2. Less downtime with planned service and remote assistance   | 2. Reliable Flat Detector (FD) technology improves clarity and dose efficiency                    | 2. Electromagnetic brakes support efficient workflow and reduce manual effort                                   |
| 3. Space-saving design  | 3. Personalized IQ enhances imaging consistency   | 3. User profiles gives flexibility to individual users to define customized profiles based on their preferences |
| 4. Fast boot-up saves time  | 4. Dedicated pediatric mode increases dose efficiency for young patients                          | 4. Touch Screen Module allows more imaging control at the table side  |
| 5. Philips Healthcare Operational Service Agreements keep your equipment healthy and up-and-running | 5. Premium imaging technologies incorporate powerful state-of-the-art image processing technology | 5. High range of movement improves accessibility to anatomy   |
| 6. Transfer data beyond the OR  | 6. Unique asymmetric shutters increase collimation flexibility                                    | 6. Fully counterbalanced C-arm provides ease of operation with supple movements                                 |
| 7. Enhance cyber security and uptime with Windows® platform   | 7. Technology Maximizer program safeguards clinical performance in the future                     | 7. BodySmart simplifies imaging to improve workflow   |
|   |   | 8. Unify workflow enables smoother interactions and less miscommunication for surgical teams <sup>1</sup>       |
|   |   | 9. Tablet-like user interface   |
|   |   | 10. Uniform platform design to streamline fleet management  |

### 3.2 Top USPs

**Surgeon control** empowers more autonomy and work independence

Excellent **C-arc geometry and compact Flat Detector** allows fast and convenient positioning for a wide range of patients

User profiles give **flexibility to individual users** to define customized profiles based on their preferences

**High power and long X-ray time** enable users to take clinical decisions with confidence

**Personalized IQ enhances imaging consistency** with application-specific protocols and customizable presets

**Proven uptime** with Philips service support network

**Electromagnetic brakes** support efficient workflow and reduce manual effort

### 3.3 Zenition 30 pillars with features and benefits

#### Increase OR performance

- **High reliability and uptime**  
Benefit from proven uptime and a low-maintenance design based on Philips' 65+ years of experience. Proactive logging and Philips Remote Expert Connect support planned downtime to reduce surgical interruptions. Achieve high uptime with easy serviceability and remote assistance options that can handle many service issues without an on-site visit.
- **Space-saving design**  
Take up less OR space with the compact footprint of the C-arm.
- **Fast boot-up**  
Rapid availability for emergency cases and use in all hospital areas.
- **Fast learning curve**  
Designed to help reduce training time and costs through intuitive controls, on-screen help, digital user guides and clinical education solutions.
- **Tailor-made service agreements**  
Our service agreement portfolio contains eight types of contracts tailored to your needs and goals. Reduce the resources you spend on service activities by choosing Philips Healthcare Operational Service Agreements that leverage the capabilities of your in-house service teams.
- **Transfer data beyond the OR**  
Easily connect all Zenition mobile C-arms with other OR systems and your hospital infrastructure thanks to advanced connectivity and interoperability tools, including high-speed wireless data transfer.
- **Enhance cyber security and uptime with Windows® platform**  
The Zenition 30 system accommodates new software options to extend your system's clinical relevance. It also supports compliance with the latest security standards to protect patient data and prevent malware attacks which can affect service delivery.



## Enhance clinical capabilities over time

- **High power and endurance**  
With 4 kW generator power configuration, acquire high-quality images to enhance clinical decision-making. Active oil circulation is used in the X-ray tank for long X-ray time and high throughput.
- **Reliable Flat Detector technology**  
Experience exceptional clarity and flexibility for performing a wide variety of cases with Flat Detector systems.
- **Personalized IQ**  
Efficiently image a variety of procedures and patients with application-specific protocols and customizable presets. One click applies the required image quality parameters without resulting in an excessively high X-ray dose, according to the ALARA principle.
- **Dedicated pediatric mode**  
This mode increases dose efficiency for young patients. Optional exam settings enable low-dose modes for pediatric patients.
- **High-quality images at efficient dose levels**  
Philips premium imaging technologies and radiation management features help you obtain superb quality images at efficient dose levels.
- **Enhance image quality and dose efficiency with MetalSmart and BodySmart**  
MetalSmart is our automatic metal artifact exclusion software that enhances image quality and dose efficiency for orthopedic and other procedures and patients with metal implants. BodySmart facilitates dose efficiency by automatically adapting the measuring field to the area of interest.
- **Touch-based collimation**  
Unique asymmetric shutters increase collimation flexibility and help you collimate the anatomy outside your field of interest with a single fingertip.
- **Extend your system's clinical relevance**  
Technology Maximizer is a program that allows you to receive the latest available software and hardware technology releases for a fraction of the cost of purchasing them individually. This helps to keep your system clinically relevant over time.

**80% of users** believe that the **personalized image quality profiles**

will help them avoid adjustments to the image settings during a procedure<sup>2</sup>

**84% of users** believe the **pediatric mode** could lead to more confidence<sup>3</sup>

## Outstanding user experience

- **Surgeon control**

Simply press the buttons placed on the Flat Detector handle to unlock the movement brakes of the C-arm. This allows users to easily make finer movements of the C-arm from the sterile field – in horizontal, rotation and angulation directions. Releasing the buttons again locks the brakes. With this control, users can work more independently.
- **Electromagnetic brakes**

Reduce the manual effort needed to lock and unlock C-arm movements with electromagnetic brakes by simply pressing the buttons provided on either side of the C-arm stand. The electromagnetic brakes further contribute to an improved workflow for the technician.
- **User profiles**

Allow the system to adapt to your needs. Create your unique profile as per your preferences for imaging and general parameters. Every time you log in, the system will automatically adjust to your settings.
- **Touch Screen Module**

Save time by viewing images and quickly adjusting imaging settings at the table-side with the intuitive Touch Screen Module. This gives you more imaging control at table-side and facilitates smooth communication in the OR.
- **High range of movement**

Gain ample depth (73 cm) and angulation range (156°) to easily position the C-arm around a diverse range of patients. The compact 20x20 cm Flat Detector is designed for simple positioning around your patients.
- **Fully counterbalanced C-arm**

Users can easily operate the system with the supple movements of the fully counterbalanced C-arm and the lightweight Mobile Viewing Station.
- **BodySmart**

This software algorithm promotes first-time-right imaging and dose efficiency by automatically adapting the measuring field to the area of interest.
- **Unify workflow**

Reduce miscommunication by half<sup>1</sup> during imaging to help surgical teams focus on the patient rather than technical discussions. Elements of the Unify workflow include Position Memory, ClearGuide and Color Coding.
- **Tablet-like user interface**

Users quickly feel comfortable with Zenition 30 thanks to the touch controls that work in a similar way to standard tablets and smartphones.
- **Uniform design**

User-friendly controls for operators at all experience levels thanks to a uniform design. With standardized yet customizable operation, users quickly feel comfortable using the system.
- **Avoid operational delays**

The large storage capacity of 140,000 images helps you avoid operational delays from a lack of space for image storage.



**84%** of users believe that the combination of the **Surgeon Control and the Touch Screen Module** can reduce the need for supporting staff<sup>4</sup>

**98%** of users believe that the **electromagnetic brakes** support an efficient workflow<sup>2</sup>

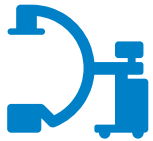
# 4

## Target audience stories

### 4.1 General

Give your surgical teams simple, more flexible imaging to make fast, informed decisions with the Philips Image Guided Therapy Mobile C-arm System 3000 – Zenition 30. Unique surgeon control and clinical versatility are complemented by outstanding image quality and dose efficiency to meet the needs of busy care facilities and changing users, while building your economic and business value.

Leveraging Zenition’s industry-defining ease of use and workflow efficiency, Zenition 30 offers personalized control and clarity to enhance speed and decision-making for a range of clinical procedures. These include trauma, spine and other orthopedic procedures, pain management, vascular, abdominal, urology and other surgical procedures. You benefit from high uptime and a low total cost of ownership, supported by our global service organization.





## 4.2 Orthopedic surgeon

Perform open and minimally invasive orthopedic surgeries quickly, easily and confidently with the Philips Image Guided Therapy Mobile C-arm System 3000 – Zenition 30. Visualize critical details of structures, even in dense and thick anatomy and near metal objects to enhance precision of device placement. Unique surgeon control with electromagnetic brake technology enables you to perform finer C-arm movements without requiring additional support. Reduce positioning time with Zenition 30's intuitive design, proven to decrease imaging time and promote smooth teamwork.<sup>1</sup> With a fully counterbalanced C-arm, gain ample room to easily access and image a wide variety of patients with the excellent C-arm geometry and powerful yet compact X-ray tank. The future-ready design enables the system to grow with your needs, so you are prepared to take advantage of new software options as they become available.



### 4.3 Vascular surgeon

As you perform routine minimally invasive vascular surgery, crisp images, real-time guidance and precise control become ever more critical in helping you understand and navigate through challenging vasculature. The Philips Image Guided Therapy Mobile C-arm System 3000 – Zenition 30 delivers reliable, user-friendly performance designed to elevate your clinical confidence and efficiency, whether you are working alone or with an imaging operator. Unique surgeon control with electromagnetic brake technology enables you to easily position the C-arm and control imaging, subtraction and roadmap from the Touch Screen Module, to accelerate procedures. Zenition 30 can be easily operated by one user to reduce staffing costs, thanks to the easy glide movements of the fully counterbalanced C-arm and lightweight Mobile Viewing Station.

Visualize small devices and vessels with exceptional contrast and resolution. Experience uninterrupted imaging, efficient dose management and ergonomic, clutter-free working positions when performing vascular procedures. The future-ready design enables the system to grow with your needs, so you are prepared to take advantage of new software options as they become available.



## 4.4 C-suite

As part of the Zenition series of mobile C-arms, the Philips Image Guided Therapy Mobile C-arm System 3000 – Zenition 30 offers proven ease of use and future-fit capabilities that can reduce your total cost of ownership. Leveraging Zenition’s industry-defining ease of use and workflow efficiency, Zenition 30 offers clinical versatility which can be used across different specialties. This system comes with an intuitive interface which allows you to reduce training time and costs, while improving staff satisfaction. Built on Philips’ 65+ years of manufacturing excellence, Zenition 30 is a highly reliable system providing the comfort of high uptime and system availability in busy ORs. This is backed up by advanced service and support options to help you streamline your operations. Together with the Technology Maximizer program, you have the option to scale and upgrade Zenition 30 at manageable costs for years to come. You can easily bring in additional functionality and other applications as requirements change. And with the standard Windows® platform, you can be assured of data security for your patients and institution.



## 4.5 Radiology manager

With the Philips Image Guided Therapy Mobile C-arm System 3000 – Zenition 30, your department benefits from reliable, user-friendly and versatile performance to help satisfy growing demand for imaging within your staffing and budgetary constraints. Zenition 30's uniform and intuitive design with Unify workflow has been proven to reduce imaging time and promote smooth teamwork<sup>1</sup> to drive higher throughput. Unique surgeon control and clinical versatility are complemented by premium imaging technologies and dose efficiency to meet the needs of busy care facilities and changing users, while building your economic and business value.

To help your department make the most of every day, you can take advantage of remote service or use embedded support options to increase system uptime and simplify service activities. The future-fit design together with the Technology Maximizer program help your capital budget go further by supporting easy upgradeability to help you keep your system clinically relevant and cost-efficient.





- <sup>1</sup>. Results obtained during user tests performed in November 2013 by Use-Lab GmbH, an independent company. The tests involved 30 USA-based clinicians (15 physicians teamed up with 15 nurses or X-ray technicians), who performed simulated procedures using Philips mobile X-ray systems in a simulated OR environment. None of them had worked with each other before.
  - <sup>2</sup>. Results obtained during claims substantiation study performed in February and September 2022 by Use-Lab GmbH, an independent company. Response is based on 50 clinicians around the world, who answered a questionnaire after a usability study with additional hands-on time with the system.
  - <sup>3</sup>. Results obtained during claims substantiation study performed in February and September 2022 by Use-Lab GmbH, an independent company. Response is based on 37 clinicians around the world, who answered a questionnaire after a usability study with additional hands-on time with the system.
  - <sup>4</sup>. Results obtained during claims substantiation study performed in February and September 2022 by Use-Lab GmbH, an independent company. Response is based on 42 clinicians around the world, who answered a questionnaire after a usability study with additional hands-on time with the system.
- \* Few clinical images are from Zenition 70 and do not represent the final image quality of the Zenition 30 Mobile C-arm System.  
\* 510k certification pending for Zenition 30 Mobile C-arm System.

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