

## Canon Medical sponsors new and promising AI developments

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### Artificial Intelligence Exhibition makes Grand Debut at this year's ECR

Making its grand debut at this year's ECR, the [Artificial Intelligence Exhibition \(AIX\)](#) will bring AI to the heart of Europe's biggest radiology congress and technical exhibition. [Canon Medical](#) is proud to have reached the sponsorship agreement of the AIX Theater. As a major player in healthcare, the company applies advanced data sciences such as Artificial Intelligence (AI) and deep learning already in the current imaging systems, products and technologies portfolio. The AIX Theatre is open from 28 Feb. - 2 Mar. from 11:00-15:30 hours located in hall X1.

Organized by the ESR, the AIX Theatre is the best place to explore how Machine Learning, Deep Learning and Big Data are reshaping medical imaging and to find out what the future of medical imaging and diagnostics may hold. Featuring keynotes from renowned speakers, interactive panel discussions, and 8-minute pitches from more than 20 innovative companies, the AIX Theatre will deliver illuminating, accessible and exciting content to all attendees.

"We are very pleased to support the various startups, initiatives and promising AI developments in this important and exciting area of our profession", says Jack Hoogendoorn, Senior Marketing and Brand Manager at Canon Medical Systems Europe B.V.. "Particularly because this great ESR initiative fits seamlessly with Canon Medical's focus in providing clinical solutions responding to today's and future health care challenges".

The AIX Theatre offers the opportunity to meet innovative startups and other small to medium companies that are at the forefront of the field, to participate in sessions on the big issues, as well as to get deep insights thanks to self-paced training.

Whether you're exploring radiological AI for the first time, researching it, or just want to chat about the future over a free juice at the artistic Algorithms Bar, the AIX Theatre is a must visit at ECR 2019.

#### About Canon Medical Systems Europe

Canon Medical Systems Europe, a Canon Group organization, headquartered in Zoetermeer, The Netherlands, markets, sells, distributes and services radiology and cardiovascular systems, including CT, MR, ultrasound, X-ray and interventional X-ray equipment. For more information, visit the Canon Medical Systems Europe website: <https://eu.medical.canon>

#### About Canon Medical Systems Corporation

Canon Medical Systems offers a full range of diagnostic medical imaging solutions including CT, X-Ray, Ultrasound and MR, across the globe. In line with our continued Made for Life philosophy, patients are at the heart of everything we do. Our mission is to provide medical professionals with solutions that support their efforts in contributing to the health and wellbeing of patients worldwide. Our goal is to deliver optimum health opportunities for patients through uncompromised performance, comfort and safety features.

At Canon Medical Systems, we work hand in hand with our partners - our medical, academic and research community. We build relationships based on transparency, trust and respect. Together as one, we strive to create industry-leading solutions that deliver an enriched quality of life. For more information, visit the Canon Medical Systems Corporation website: <https://global.medical.canon>

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