

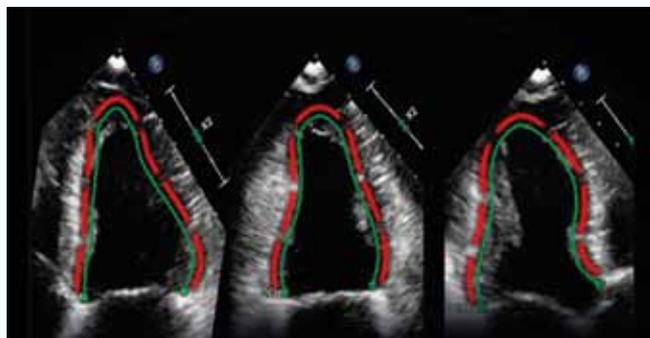
TOMTEC: an established company with a big reputation in 3D ultrasound

Now, six months after the finalisation of their acquisition by Philips, we wanted to find out how TOMTEC were finding life as a new member and integral part of one of the biggest multinational companies in the diagnostic imaging field as a whole and with a large presence in the ultrasound business. We spoke to Johannes Waldinger, CEO of TOMTEC.

Q So, how does it feel to be part of Philips?

Well, as an established small company we pride ourselves on our ability to be able to adapt to changing circumstances, although we recognise for us that our acquisition by Philips is not just a run-of-the-mill happening, but a huge event for us.

But to reply directly to the question: we are all very enthusiastic about the opportunities that open up with the Philips' acquisition. We started out 28 years ago as a company focussed on 3D ultrasound and so our original objective was the incorporation of our technology into the systems of all the major ultrasound manufacturers, under a vendor neutral status. Then about ten years ago, we decided to branch out into the broader healthcare IT market.



An example of TOMTEC's advanced image processing tools. AutoSTRAIN is an automated measurement tool which provides the clinician with an automated left ventricular function analysis based on speckle tracking of apical long axis views. Longitudinal strain results are visualized color-coded in individual clips and can be combined in a bull's eye plot. AutoSTRAIN provides automated and reproducible results that allow analysis and monitoring of subclinical changes over time. This ability is extremely important in patients at risk of developing heart disease and for specific populations such as cardiology, CHF and PHT patients.

So, we now have two types of specialists in our company. There are those who know precisely how ultrasound images themselves are acquired and how the images should be processed, automated and quantified. Then we have another set of specialists who are totally familiar with how the physicians in the reading room actually read and report the images and how they interact with the hospital's or institution's IT system. Thus we serve as a sort of "bridge" between the modality provider

and the healthcare IT. It is exactly this combination that was of interest to Philips and which we believe will be mutually beneficial.

As to the fact of now being officially part of Philips, in fact this is not such a huge leap in the dark for us as you might imagine, since for years we have had very close and fruitful collaboration with Philips in a client-supplier relationship. So we know each other well.



Johannes Waldinger is CEO of TOMTEC

Q And from your point of view, what do Philips bring to the party?

We are a unit dealing with images and their automatic processing and handling, so being an integral part of the leading ultrasound manufacturer and marketer opens up all sorts of possibilities, particularly in terms of being able to access the worldwide demand and potential for advanced ultrasound systems.

Q Will the fact that you are now an integral part of Philips affect your business dealings with other modality providers?

No, not at all. We have always been used to dealing with different modality and healthcare IT providers throughout our history and we deal with this in a strictly professional manner with appropriate, impenetrable "Chinese" walls between different projects. The fact that we have successfully managed this aspect of our business in the past means that we are totally confident that our relations with our various customers will not be affected. And what's more, since the acquisition, all our customers have let us know that they also share our confidence in our ability to successfully manage this aspect of our business.

Q So how is the integration process going and how are your personnel reacting to all this?

So far things are going very well. Our headcount is currently 120 and our people, who are rightfully proud of their achievements over the years, all recognise that our overall objectives are the same as those of Philips. This does not mean that we will become a clone of Philips — we will keep our nimbleness and agility to react quickly to market demands and opportunities.

We have always had a good "esprit de corps" in our company and have consistently scored highly in the prestigious "Great Place to Work" award, not just in Bavaria but in Germany as a whole. The fact that our small ship is now moored alongside the big Philips mother ship will not affect this.

We are optimistic that we can enhance our innovative spirit while keeping our dynamic working methods.