

# On The Horizon

## Canon Medical Systems' Dealer Horizon Medical Services of Canada Receives Multi-System DR Order from Hamilton Health Sciences

Tuesday August 23, 9:00 am ET

IRVINE, Calif.--(BUSINESS WIRE)--Aug. 23, 2005--Canon Medical Systems' dealer Horizon Medical Services, Ltd. of Mississauga, Ontario, Canada, has received a multi-system order to install Canon digital radiography (DR) systems in the general x-ray rooms at Hamilton Health Sciences, the second largest hospital in the province of Ontario.

As part of the agreement, Horizon Medical Services, Ltd. will expand Hamilton Health Sciences' use of DR by retrofitting and installing two Canon DR systems on new and existing equipment. This will bring the total number of rooms within Hamilton Health Sciences facilities using Canon DR technology to six. Hamilton Health Sciences is the first hospital in Canada to install Canon DR systems.

"We are impressed with both the flexibility and reliability of the Canon technology," said Pat Skrtich, director of diagnostic imaging at Hamilton Health Sciences. "By using a combination of fixed and mobile DR plates, we can achieve ultimate productivity in our PACS environment and eliminate the need to mix technologies. This initiative is part of our ongoing focus to improve efficiencies and enhance care and service for our patients."

Hamilton Health Sciences is a family of five hospitals and a cancer center, serving more than 2.3 million residents of Hamilton and central west Ontario. An academic teaching hospital with more than 1,000 beds, Hamilton Health Sciences is the second largest hospital in the province and the regional center for services for cardiac, trauma, burns, stroke, neurosurgery, pediatrics, digestive diseases, high-risk obstetrics, cancer, orthopedics and rehabilitation.

Since 1997, Canon Medical Systems, a division of Canon U.S.A., Inc., has introduced five generations of flat panel sensors (Canon CXDI-11, Canon CXDI-22, Canon CXDI-31, Canon CXDI-40G and Canon CXDI-



*One of the two new rooms at McMaster Children's Hospital is an Auto-Tracking System with three of Canon's digital plates. One plate specialized to pediatrics.*

(Continued on page 3)

### What's On the Horizon:

- Canon DR and Retrofitting
- Message from the CEO
- Our Newest Addition

*"The true measure of a man is not how he behaves in moments of comfort and convenience, but how he stands at times of controversy and challenge."*

*~Martin Luther King Jr.~*

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# A Message from the CEO's Desk

*Horizon Medical Services Ltd.*

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As we look to the future Horizon Medical Services Ltd. is well prepared to enhance its position as an industry leader. We are at an important turning point in our company history; poised for excellent growth and a very exciting future. We will continue to evolve by focusing on our customer needs, measured growth and strategic acquisitions.

Horizon (HMS) is managed and staffed by seasoned professionals with decades of experience in Medical Imaging; Executive management is committed to foster the growth and development of our staff so that we can respond quickly and effectively to customers. Customer satisfaction is our first priority.

HMS's service based roots have always positioned us on the front line of Medical Imaging. We listen to the front line users of our products. Listening well allows us to provide the level of service that has become our trademark.

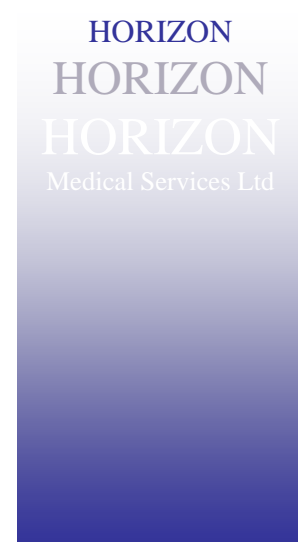
We have invested heavily in our future and our commitment to Can-

ada's Health Care system:

- New Corporate headquarters 15,000 square feet in Mississauga
- Increased staff – R&D, Hardware and Software Engineers
- System staging bays – reducing installation times
- "STATS" – Equipment Management Software - developed cooperatively with Hamilton Health Sciences
- Opened facilities in Calgary and Quebec City
- CFI grant to develop a Ultra High Speed CT Scanner for University of Calgary – 300 Frames per second

We believe that great innovations are derived from talented people. Our ambition is to utilize made in Canada techno-economic solutions improving Health Care for Canadians.

*Mr. Larry N. Riley  
President and CEO  
Horizon Medical Services Ltd.*



*Horizon has been awarded a CFI Grant, in co-operation with the University of Calgary, to develop an ultra-fast CT Scanner. In the tune of 300+ frames per second.*

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## On The Horizon: Our Newest Addition

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We are pleased to acknowledge Anthony (Tony) Johnson as the Sales and Marketing Director for Horizon Medical Services Ltd., as of May 26, 2005.

An accomplished business development professional, Tony offers more than 15 years of sales, marketing, and senior management experience, with broad expertise in x-ray, telehealth, and healthcare products.

Recognized as a personable communicator, he will use his creative leadership style to motivate our dedicated sales team, and foster relationships with key customers to establish new markets for our top-quality products and services.

Through management positions with 3M Canada Inc., General Dynamics, and CAN-med Surgical Ltd., he has applied his extensive knowledge of diagnostic imaging to direct successful start-up businesses and bring new technology to the marketplace.

Tony will focus on national growth opportunities for CANON DR and x-ray technology, and introduce new and innovative health care products to improve our competitive performance, and position Horizon Medical as a premiere single source, full-service solution for our customers.

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## Horizon Medical Receives Multi-System DR Order Cont'd

50G), offering a full range of DR system solutions for multiple applications such as general, ICU, trauma and bedside.

In addition, the Canon CXDI-50G portable DR system recently received an Industrial Design Excellence Award from the Industrial Designers Society of America and BusinessWeek Magazine for its innovative design and for expanding the range of radiographic exams that can be completed using DR technology.

### *About Canon U.S.A., Inc.*

Canon U.S.A., Inc. delivers consumer, business-to-business, and industrial imaging solutions. The

Company is listed as one of Fortune's Most Admired Companies in America and is rated #35 on the Business Week list of "Top 100 Brands." Its parent company Canon Inc. (NYSE:CAJ - News) is a top patent holder of technology, ranking third overall in the U.S. in 2004, with global revenues of \$33.3 billion. For more information, visit [www.usa.canon.com](http://www.usa.canon.com).



*The Thormat Chest Unit, at Hamilton General, is also a room that was retrofitted to Canon DR. This retrofit allowed the Thormat to utilize all of its original features with the added versatility of performing general procedures due to the Rotating/Tilting Bucky (Pictured Right)*

All referenced product names, and other marks, are trademarks of their respective owners.

**Canon**

Canon CXDI-50G  
Portable DR Sensor  
14" x 17" Imaging Area

Canon CXDI-40G  
DR Sensor  
17" x 17" Imaging Area

Canon CXDI-31  
Portable DR Sensor  
9" x 11" Imaging Area

**A WORLD OF DIGITAL RADIOGRAPHY SOLUTIONS  
SYSTEMS  
RETROFITS  
UPGRADES**

RadPro Universal DR System

RadPro Mobile DR System  
Upgrade Kits Available for Existing Equipment

RadPro Elevating Table DR System  
Tomographic Option Available

**Multiple solutions to meet your department needs.**

ER, OR or ICU...portable systems or general radiography...Canon's leadership in digital radiography technology means high quality imaging solutions that promote workflow...department by department.

Your hospital  
 doesn't  
 stand still.  
 Neither  
 should your  
 DR equipment.



3-second results eliminate time-consuming and expensive repeats.



Big enough for full-sized chest and abdominal x-rays.



Upgrade with existing equipment.



Light, portable design makes for versatile use and easy positioning.



Superior image quality instantly at bedside.

By combining full-sized imaging and portability with an easy upgrade path, our new CXDI-50G fits into places you might never expect – including your existing equipment. For more information, call 1-800-970-7227, or visit [www.usa.canon.com/DR](http://www.usa.canon.com/DR). You'll see a whole new way to look at better patient care.

**Canon**

Accelerating inSight.

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