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# Ultrasound made easy

Helsekonferanse Narvik, september 2018

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# The Biim vision: Ultrasound Made Easy

# Making ultrasound portable, pocketable and affordable!





> \$100 000



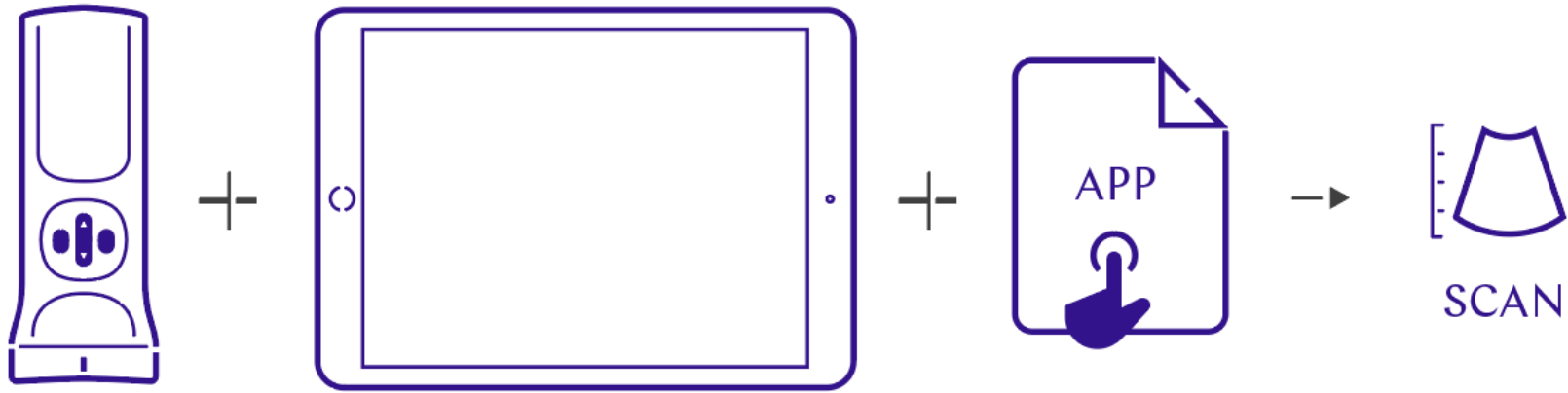
\$20 000 - \$60 000





- ✓ Wireless
- ✓ Simple interface
- ✓ Low cost

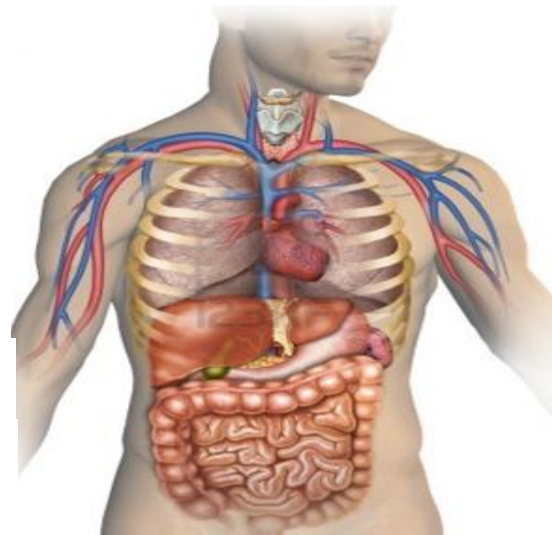
\$2 000 - \$5 000



The portable point-of-care ultrasound market size is \$1.2 Billion with annual growth of 9.1% (Market & Market Report 2014).

Emergency Medicine  
Obstetric  
Anesthesiology  
Vascular Access  
Cardiology  
Head and Neck  
OB Gyn.

Rheumatic  
Family Practitioners (GP's)



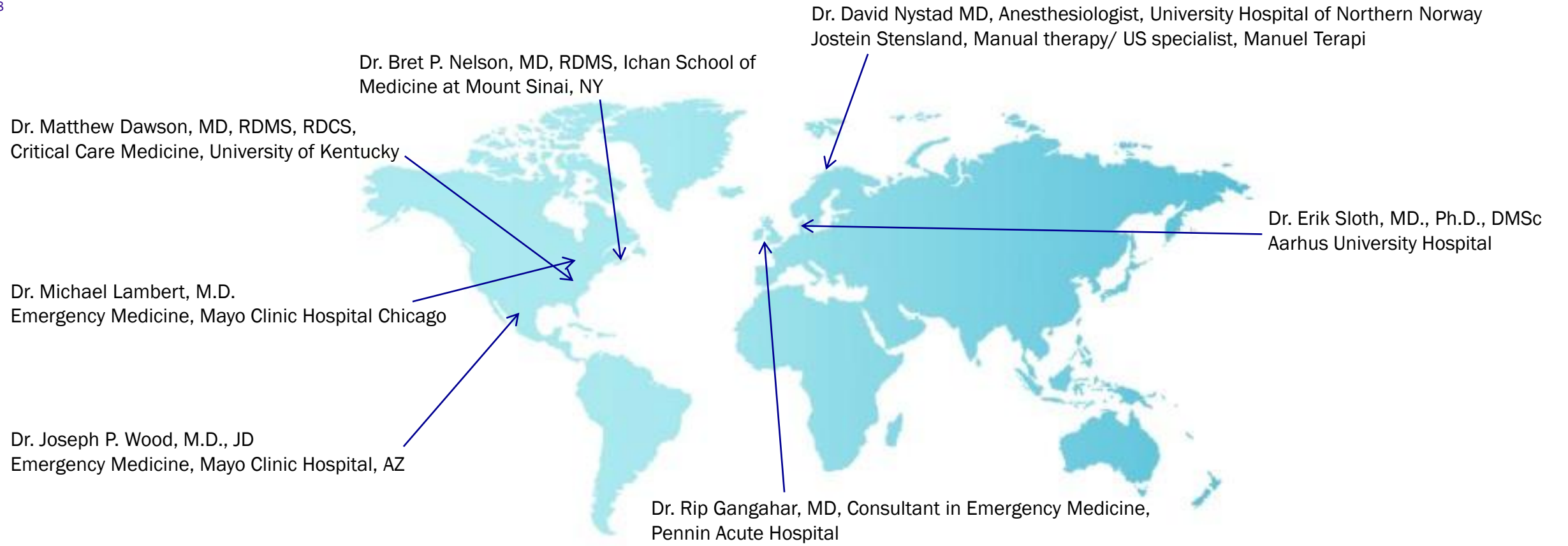
Neurology  
Gastroenterology  
Angiology  
Musculoskeletal  
Urology  
Ocular  
Ultrasonography  
Medical / Nursing Schools  
Radiology

GREEN: 1<sup>st</sup> launch in 2018 Linear probe targeted segments  
PURPLE: 2<sup>nd</sup> launch 2019- Phased Array and Abdominal probe targeted segments

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How did we get  
here?



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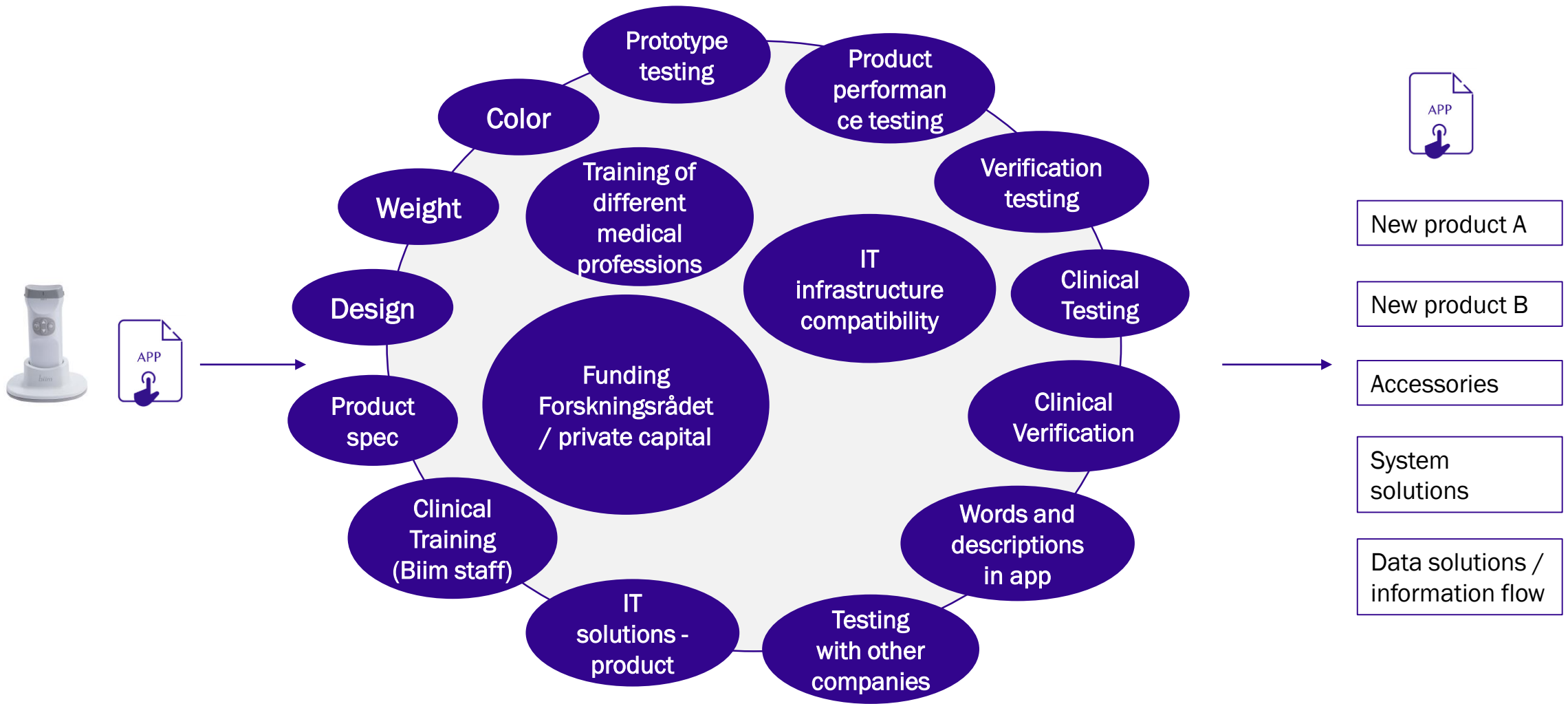
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The ideal future



# Våre behov som kommersiell aktør og en utviklende aktør - We need you to let us know what you need!

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- En slik arena vil være tid og kostbesparende
- Vil tiltrekke seg kompetanse
- Et sted for opplæring og øving
- Vil være kompetansehevende
- Vil løfte frem morgendagens produkter for et bedre helsetilbud

Takk for oss!