



## **SAPHENEIA EXPANDS SALES, SERVICE AND DISTRIBUTION IN THE MIDDLE EAST**

**Sapheneia, a Swedish IT and medical technology company, signs a distribution agreement with SAMIR GROUP Ltd., a leading medical technology company in the Kingdom of Saudi Arabia.**

**November 29, 2009** – Sapheneia, a global imaging services company, today announced the distribution partnership with the Medical Division of the SAMIR GROUP Ltd., Saudi Arabia. The partnership will include distribution for Sapheneia's **Clarity™ CT and XR Solutions**. **Clarity CT and XR** software is designed to enable clinicians to significantly reduce radiation dose for patients, while retaining diagnostic quality of healthcare images.

“Through Sapheneia and their **Clarity** product line for optimizing medical images, we'll be able to provide the expanding healthcare market in Saudi with internationally leading edge solutions for dose-reduction solutions and increased workflow efficiency in radiology”, says Mr. Zaeem Ul Haq, Country Business Manager, Medical Division at SAMIR GROUP.

“We are very proud to collaborate with SAMIR GROUP and are very excited to enter the Saudi market with our **Clarity** products. **Clarity** technology enables the reduction of radiation exposure, and this supports SAMIR GROUP's continuing goals to offer products and services for increased treatment quality and patient safety,” states Hans Grahn, CEO, Sapheneia.

### **About Sapheneia**

Sapheneia is a global, ISO-certified imaging services company specializing in diagnostic and analytical image processing solutions. Sapheneia's mission is to provide medical image optimization products to promote higher diagnostic confidence, greater patient and medical staff safety, and improved cost-effectiveness of medical imaging. Sapheneia's **Clarity CT and CR Solutions** enhance the diagnostic quality of images based on settings optimized by the radiologist. This enables lower radiation dose exposures while simultaneously providing radiologists with the diagnostic confidence previously available only when reading the same images at full dose.

### **About SAMIR GROUP**

Since the establishment of its SPS Medical Division, SAMIR GROUP has introduced a variety of advanced healthcare products and services into the Kingdom of Saudi Arabia, including instrumentation and support for digital radiography, as well as complete PACS/RIS solutions. The SAMIR group continues to address the growing requirements of private and government hospitals in many medical fields where radiology plays a critical role. SPS Medical Division also represents various international brands, including the complete range of products from Carestream Health Inc., and now leads the Saudi Arabian market in the supply and installation of state-of-the-art medical imaging equipment, supported through highly trained service engineers.

For more information, visit our website at [www.claritysolutions.org](http://www.claritysolutions.org)

#### **Press Contacts:**

Hans Grahn, CEO Sapheneia

E-mail [hgrahn@scpab.eu](mailto:hgrahn@scpab.eu)

Phone: United States: 1-877-722-6569

International: +46 73 801 19 95