

**PHILIPS**

Ultrasound

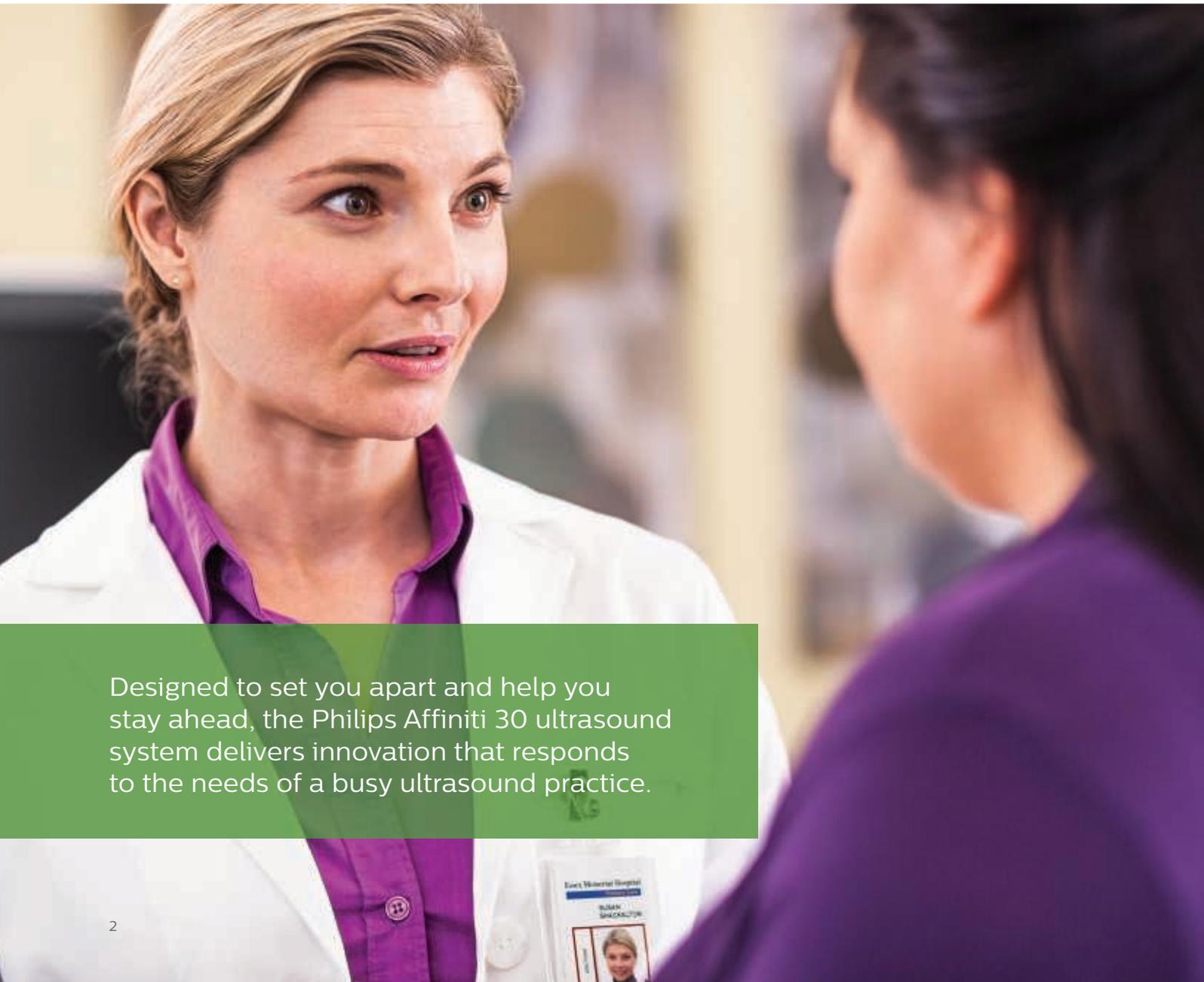
Affiniti 30

**It understands  
your everyday**

Philips Affiniti 30 ultrasound system for Ob/Gyn

# Designed for **balance**

You need to go above and beyond for your patients in less time, with fewer resources, and a high patient volume.

A photograph of two women in a clinical setting. The woman on the left is wearing a white lab coat over a purple shirt and has a name tag that reads "Susan Shickelstein". She is looking towards the woman on the right, who is wearing a purple shirt and has her back to the camera. The background is a blurred hospital or clinic environment.

Designed to set you apart and help you stay ahead, the Philips Affiniti 30 ultrasound system delivers innovation that responds to the needs of a busy ultrasound practice.



To balance these many demands, you need diagnostic information quickly – but not at the expense of accuracy. You need advanced functionality – but not at the expense of ease of use. You need a system that is ergonomic – but built to last for the daily rigors of high patient volume.

## Philips Affiniti 30 ultrasound system helps you achieve this balance.

It delivers outstanding image quality and advanced tools for all gestational ages and complex gynecological cases – in a system that is out-of-the-box usable. Engineered for efficiency and reliability and powered by Philips superb performance, it gets you the diagnostic images you need, quickly. Its intuitive design and walk-up usability help you provide elegant, efficient care – every day.

The Affiniti 30 ultrasound system was designed to work hard, without high costs. Total cost of ownership is kept low through energy-efficient technology, extensive reliability testing that enhances uptime, and a modular design that enables rapid repair, if needed.





# Workflow meets **WOW**

The combination of precision beamforming, Tissue Specific Presets (TSP) and other efficiency and automation tools deliver both performance and workflow advances for confident throughput.

With the Affiniti 30 ultrasound system, workflow meets wow. The system incorporates those innovations that make Philips ultrasound the choice of those who demand quality images and proven clinical applications, while also addressing the everyday need to scan quickly and deliver results efficiently, even for complex cases.

Precision beamforming with a wide dynamic range delivers superb spatial and contrast resolution, outstanding tissue uniformity, few artifacts, and reduced image clutter. TSPs adjust over 7500 parameters to optimize the transducer for the specific exam type, producing excellent image quality with little or no need for image adjustment. This outstanding image quality combines with advanced functionality, including strain elastography and 3D/4D imaging.



Exceptional 3D surface rendering performance provides information to diagnose fetal structures and anomalies.



Affiniti 30 provides superb image details and incorporates Philips innovative solutions.

Broadband transducers include the C6-2, C9-4v, L12-5, V6-2, and 3D9-3v for all types of obstetrical and gynecological exams.

**Strain elastography to enhance diagnostic confidence**

Elastography on Affiniti 30 for breast and gynecology ultrasound exams provides highly sensitive and specific information that can be used to visualize, record, and report on tissue stiffness parameters. Because there is no additional compression required, exam consistency and reproducibility are increased.

**Advanced analysis and presentation**

Q-Apps on Affiniti 30 allow advanced analysis and image presentations for volume imaging. iSlice supports the viewing of volume data sets in a tomographic view for better clinical understanding (for example uterine anomalies). QLAB GI 3DQ allows editing and performing everyday measurements on 3D ultrasound data sets.

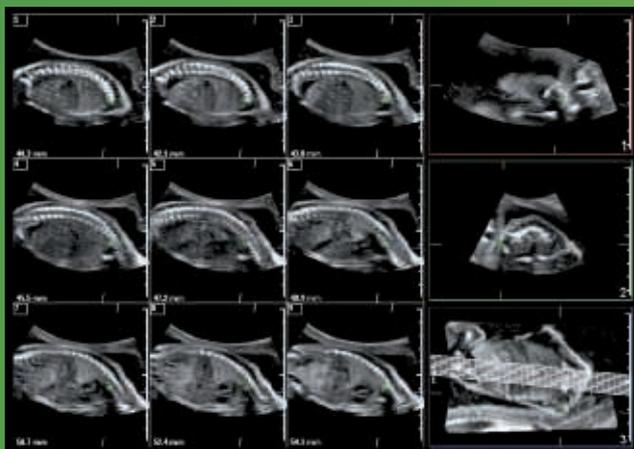
**Elevated Ob/Gyn imaging versatility with Tilt feature**

The Tilt feature of the 3D9-3v transducer provides lateral steering of the 2D image plane to the right or left. 2D Tilt allows scanning access to anatomical structures that are off-axis without having to manually angle the transducer for maximum scanning versatility during the exam.

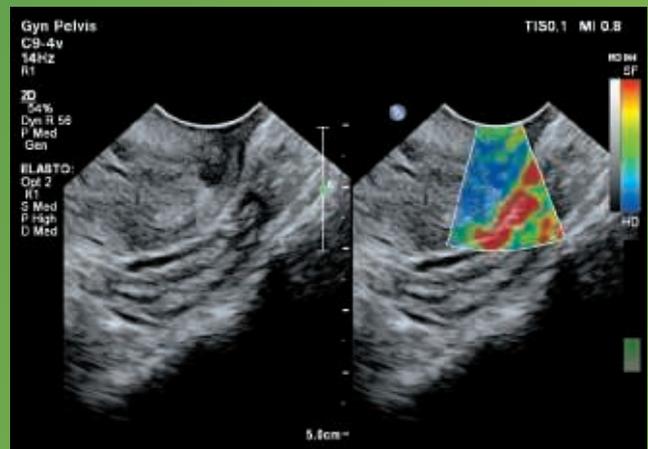
**Automation tools save time**

Philips Affiniti 30 is equipped with automation features that enhance workflow, decrease repetitive tasks, and enhance ease-of-use and consistency of exams among users. These include:

- **aBiometry Assist<sup>A.I.</sup>**: Virtually every obstetrical ultrasound examination includes standardized measurements of fetal structures to assess age and growth trends. aBiometry Assist<sup>A.I.</sup> uses anatomical intelligence of fetal anatomy to automatically preplace measurement cursors on selected structures, which users can quickly accept or edit. This helps reduce conventional measurement steps and streamlines obstetrical report generation.
- **Real-time iSCAN (AutoSCAN)**: Provides outstanding images in 2D, 3D, or 4D by automatically and continuously optimizing gain and TGC.
- **SmartExam guided workflow**: Increases consistency, reduces keystrokes, and decreases exam time by 30%-50% by automatically planning and processing application protocols. Fast and easy to customize, SmartExam provides consistent and accurate annotation, automatic mode switching, and missed view alerts to streamline exams.



iSlice for fetal spine



Strain elastography in cervix

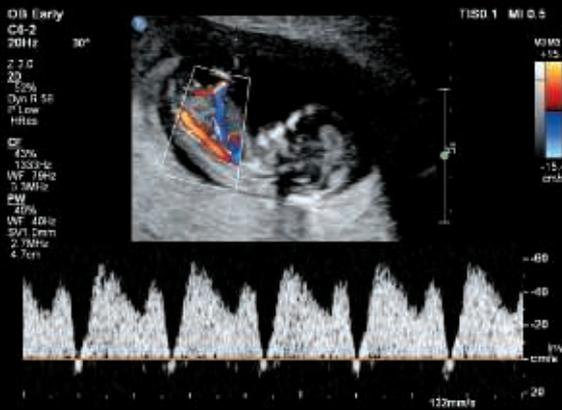
# Performance you can see



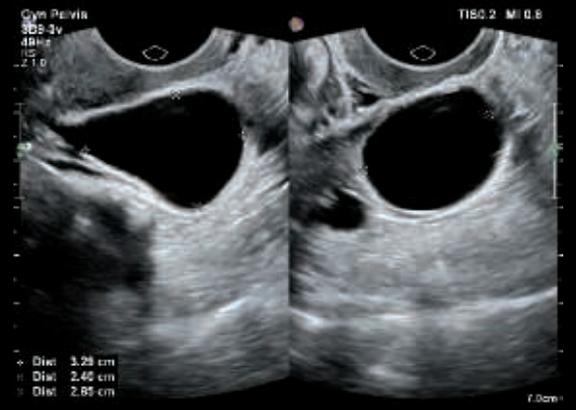
Early pregnancy



Fetal face



Doppler ductus venosus



Left ovarian cyst



Fetal abdomen



3D fetal face



Fetal spine



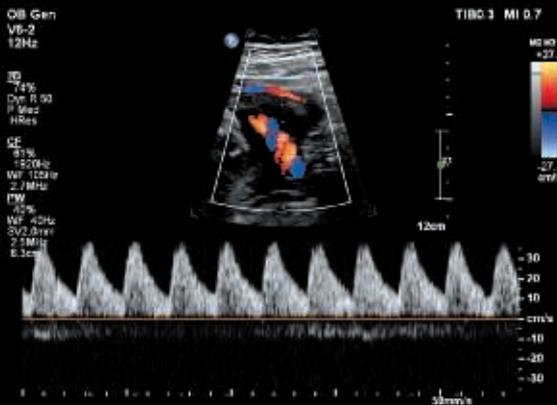
Umbilical vessels



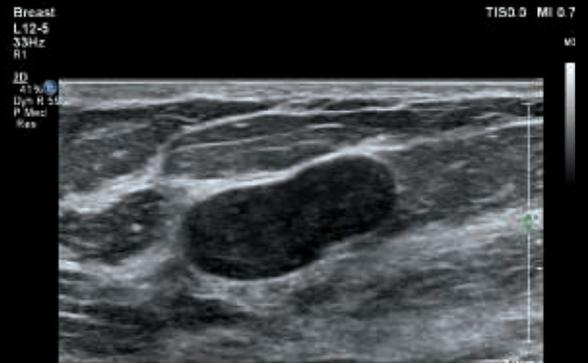
Long uterus



Septate uterus



Doppler umbilical artery



Breast lesion

# Comfort meets **competence**

Philips leverages the experiences of its customers to design Affiniti 30 to address the challenges of scanning. We understand the reality of tight spaces, high patient volume, technically difficult patients, and time constraints, and we've designed the system with thoughtful details to help lighten your workload. With Philips Affiniti 30, comfort meets competence in a system that is easy to learn and use.



You won't notice it's there unless it's gone, but users have reported that easy clip, our innovative cable management solution, keeps cables tangle-free and reduces damage while decreasing cable strain to enhance comfort while scanning.

Ergonomic and elegant with walk-up usability, Affiniti 30 requires minimal training to learn.

Affiniti 30 consumes nearly

**40%**  
less power

than its predecessor.\*  
It consumes less energy than a toaster and generates less heat, which can help you save on energy and cooling costs.



\* HD15



Friendly design and library-quiet operation enhance patient comfort.

#### Walk-up usability

The intuitive, intelligently designed user interface and system architecture have been validated by studies that show that users with ultrasound experience require minimal training on system use to be able to complete an exam.<sup>1</sup>

#### Reduced reach and button pushes

To enhance exam efficiency, Affiniti 30 places relevant, easy-to-learn controls right at your fingertips, streamlining workflow. Affiniti 30 is designed to make a full day of scanning comfortable. Because 80% of ultrasound clinicians experience work-related pain, and more than 20% suffer a career-ending injury,<sup>2</sup> we've designed our intuitive, tablet-like touchscreen interface to reduce reach and button pushes.

The touchscreen is one of the largest in its class, so users can easily make selections and control scanning while focusing on their patients.

The control panel and generously sized 54.6 cm (21.5 in) monitor add to the system's ergonomics, enhancing scanning comfort whether standing or sitting. At just 83.5 kg (184 lb), Affiniti 30 is one of the lightest in its class and is 16% lighter than its predecessor.\* With a small footprint, the system can be easily moved, and fits into small spaces.

#### Results are easy to share

When an exam is finished, a full suite of DICOM capabilities make it easy to share information. Structured reporting facilitates patient workflow and information by giving you the ability to transfer measurements, images, and reports over network share, and wireless capability plus easy connection to printers helps you document exams.



With image replication and TGCs on its tablet touchscreen, Affiniti 30 was designed to reduce reach and button pushes.



Easy to maneuver, the system fits into small spaces with ease.

<sup>1</sup> 2014 internal workflow study comparing Affiniti to HD15.

<sup>2</sup> Society of Diagnostic Medical Sonography, Industry Standards for the Prevention of Musculoskeletal Disorders in Sonography, May 2003.

\* HD15

# A **smart** investment

Built to withstand the rigors of daily use, the Affiniti 30 offers low operating costs and is backed by the support and services of Philips. The Philips ultrasound total value proposition provides the value you seek with solutions to help you lower cost, increase uptime, and deliver better patient care well into your future, making the Affiniti 30 a smart investment.

## **Enhance uptime**

- A modular design for enhanced reliability and rapid repair
- Philips remote services\* monitoring, which corrects issues using a standard Internet connection, reducing the need for service calls
- Access to our award-winning service organization

## **Responsive relationships**

The value of a Philips ultrasound system extends far beyond technology. With every Affiniti 30 system, you get access to our award-winning service organization, our competitive financing, and educational programs that help you get the most out of your system.



Affiniti 30 offers a defense-in-depth strategy, implementing a suite of security features designed to help clinical IT professionals and healthcare facilities provide additional patient data privacy and virus protection, as well as protection from unauthorized access via the ultrasound systems on hospital networks.

Service Request button for immediate access to Philips support.

## **Exceptional serviceability**

The system features a superb modular design for rapid repair.

\* Not all services available in all geographies; contact your Philips representative for more information. May require service contract.

# Count on us as your patients count on you

The value of a Philips ultrasound system extends far beyond technology. With every Affiniti 30 system, you get access to our award-winning service organization,\* competitive financing, and educational tools that help you get the most out of your system.\*\*

## Always there, always on

We work as one with your team to keep your Affiniti 30 system running smoothly.

## Remote service capabilities maximize efficiency

Easy, rapid technical and clinical support through remote desktop enables a virtual visit with a Philips expert.

If you prefer to keep your know-how in-house, the OmniSphere Remote Technical Connect application† allows your BioMed team remote access to Philips systems on your network so that you can have remote service capabilities your way.

## Remote software distribution boosts performance over the entire system lifecycle

Remote software distribution provides a simple, convenient, and safe process to seamlessly receive updates at a time that suits you, keeping your system at peak performance now and in the future.

## Proactive monitoring solutions maximize uptime

Philips proactive monitoring increases system availability by predicting potential system disruptions and proactively acting on them, letting you focus on what is most important – your patients.

## Immediate support request at your fingertips

The support request button allows you to enter a request directly from the control panel, for a fast and convenient communication mechanism with Philips experts without leaving your patient, minimizing workflow interruption.

## On-cart transducer test provides confidence in your transducer quality

On-cart transducer test provides a non-phantom method to test Affiniti 30 transducers at any time, giving you confidence in your diagnostic information.

## Sharing risk, increasing the return on your investment

Partner with us to maximize utilization and uptime of your Affiniti 30 system.

## Utilization reports for confident decision-making

Data intelligence tools can help you make informed decisions to improve workflow, deliver quality patient care, and decrease the total cost of ownership. The on-board utilization tool provides individual transducer usage data and the ability to sort by exam type. The OmniSphere Utilization Optimizer takes this a step further by providing easy-to-use charts and graphs for all of your applicable† networked Philips systems.

## Understanding your needs, designed for you

Our flexible RightFit service agreements, education offerings, and innovative financing solutions can be adapted to meet your needs and strategic priorities.

- **Technology Maximizer Program:** Helps keep your system performing at its peak by continuously providing the latest software from Philips at a fraction of the cost of the same upgrades purchased individually over time.
- **Xtend Coverage:** Lets you choose additional service coverage for your ultrasound equipment at the time of purchase to more easily calculate your total cost of ownership.
- **Clinical education solutions:** Comprehensive, clinically relevant courses, programs, and learning paths designed to help you improve operational efficiency and enhance patient care.

## ISSL technology

- This industry-standard protocol meets global privacy standards and provides a safe and secure connection to the Philips remote services network using your existing Internet access point.
- Business optimization tools such as OmniSphere allow you to use the power of data and connectivity to generate actionable insights and enhance productivity to improve your return on investment.

\* Philips is rated number one in overall service performance for ultrasound for 23 consecutive years in the annual IMV ServiceTrak survey in the USA.

\*\* Optional. Not all services available in all geographies; contact your Philips representative for more information. May require service contract.

† Check with your Philips representative for system compatibility.



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