



# Transforming ultrasound through Al

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## The four key global medical imaging modalities



### X-Ray

High radiation

Static

Low cost

Excellent for bone

Poor for soft tissue

### CT

High radiation

Static

High cost

Excellent for bone

Excellent for soft tissue

### **MRI**

Strong magnetic field

Static

High cost

Excellent for bone

**Excellent for tissue** 

### **Ultrasound**

No radiation



Portable



Low cost

Excellent for soft tissue

Poor for bone











### **Ultrasound imaging**



Images depend on sonographer capability

Clinicians need to be trained to the highest standards

Mospitals need to scan more patients with the same resource

Hospitals need help to minimise patient mis-diagnosis







Clinicians need to be trained to the highest standards

more patients with the same resource

Hospitals need help to minimise patient mis-diagnosis

### SIMULATION DIVISION

SIMULATION BASED TRAINING IN THE CLASSROOM



Providing a range of hi-fidelity simulators for educating and training ultrasound practitioners and improving patient care by raising scanning standards around the world

### **CLINICAL AI DIVISION**

AI BASED IMAGE ANALYSIS IN THE CLINIC



Developing a range of Al-based software for real-time guidance and image analysis during ultrasound scanning, to improve the speed and standard of scanning worldwide

Transforming ultrasound scanning through Al



## A world leading range of ultrasound simulators

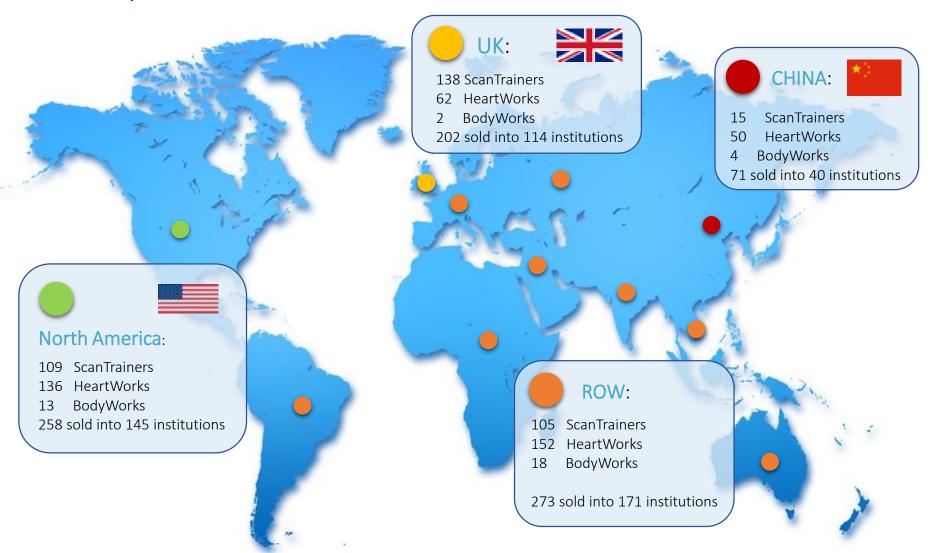




## Simulation Division – market penetration

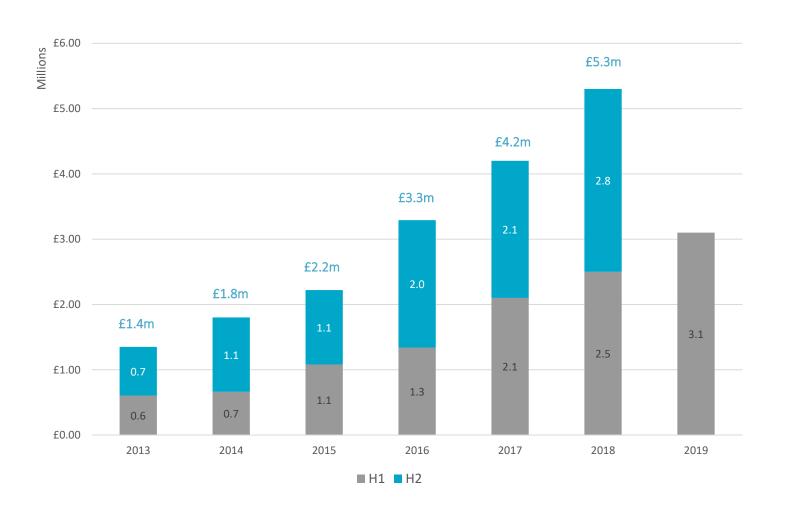


### Over 800 systems sold into almost 500 medical institutions

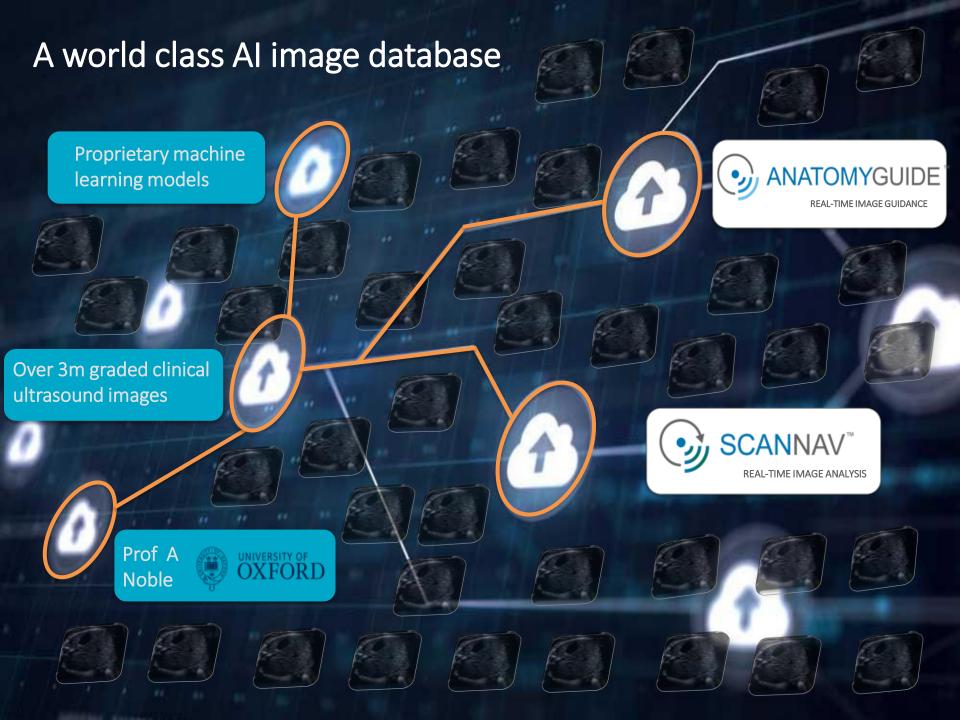


# Simulation division revenue growth since 2013









## Real-time ultrasound image analysis





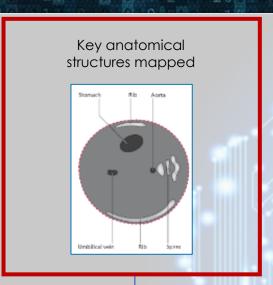
Al for ultrasound professionals

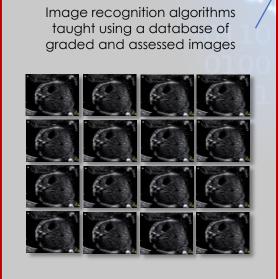
"The ScanNav software could potentially automate the auditing for obstetric scanning in a busy clinical setting. This new way of assessing images could have great potential"

Katy Cook, Lead Sonographer St George's London



ScanNav is a pre-market product in development







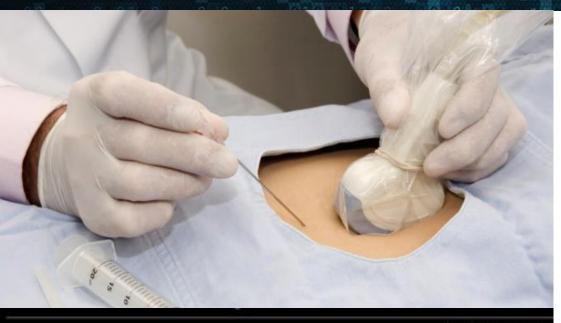


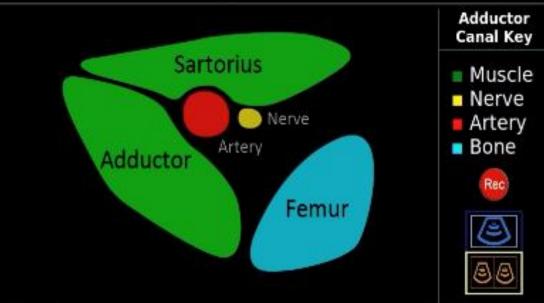


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## Real-time ultrasound image guidance







### Regional Anaesthesia (RA):

 Injecting local anaesthetic near a nerve to suppress sensation in a specific part of the body



Real-time highlighting of key anatomical features for regional anaesthesia

### Anaesthetists:

 Perform injections and navigate by landmarks on the ultrasound image





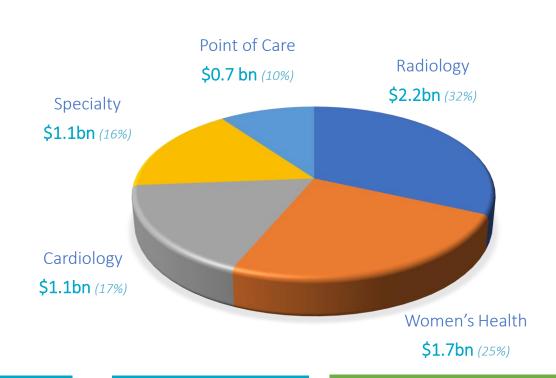
## Global ultrasound imaging market



#### **ESTIMATED MEDICAL AI IMAGE MARKET - \$8bn**

Application	Value
Robot Assisted Surgery	\$40bn
Virtual Nursing Assistants	\$20bn
Administrative Workflow	\$18bn
Fraud Detection	\$17bn
Dosage Error Reduction	\$16bn
Connected Machines	\$14bn
Clinical Trial Participant Identifier	\$13bn
Preliminary Diagnosis	\$5bn
Automated Image Diagnosis	\$3bn
Cyber Security	\$2bn
TOTAL	\$150bn

### **CURRENT GLOBAL ULTRASOUND IMAGING MARKET - \$6.8bn**



**Top 3 OEMs - Radiology:** 







Top 3 OEMs – Women's Health:





mind*r*ay

Top 5 OEMs – POC:







Global ultrasound imaging market valued at \$6.8bn

Growing at 4.6% CAGR

## First global Al licence signed

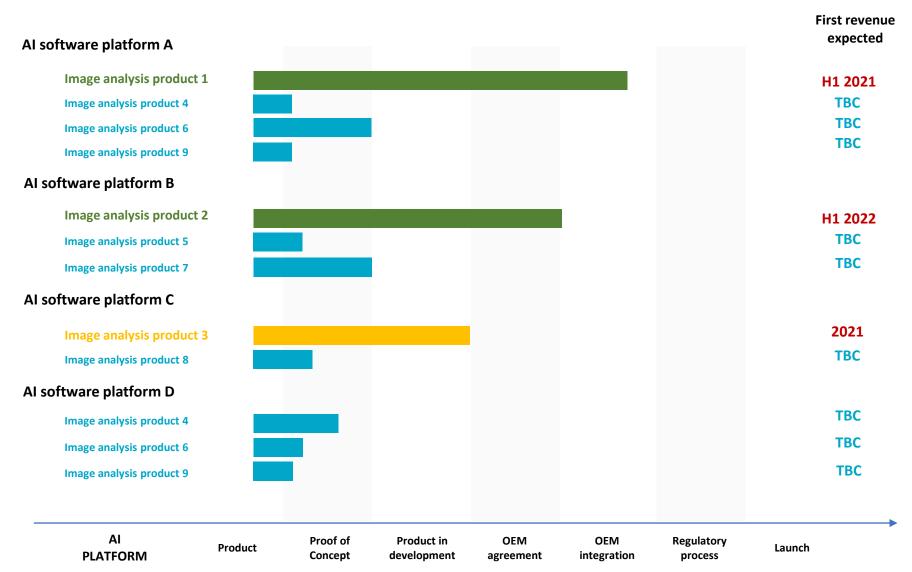




- First long-term licensing agreement
  - with one of the world's leading ultrasound manufacturers
- Integrating our Al image analysis software
  - onto a global range of ultrasound systems
- Generating high margin royalty
  - Revenues expected from 2021
  - Following regulatory approval
- More agreements expected to follow

## Multi-platform, multi-licence strategy





### Summary





### Phase 3 (£6m raised Aug 19)

Launch first AI software products Generate first AI royalty revenue Develop and launch second AI products to market





2017-18 2019-20 2021-23 2025 +

