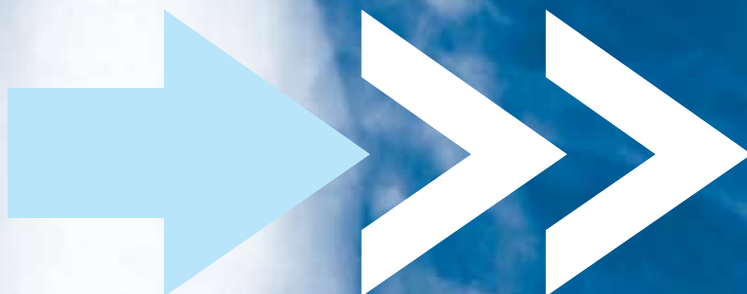


TOP 10 World's Leading DIAGNOSTIC IMAGING Companies

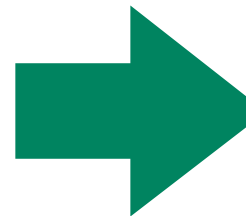
850 PAGES & 85 TABLES

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| <input type="checkbox"/> Aloka | <input type="checkbox"/> Hologic |
| <input type="checkbox"/> Analogic | <input type="checkbox"/> Philips |
| <input type="checkbox"/> Esaote | <input type="checkbox"/> Shimadzu |
| <input type="checkbox"/> GE | <input type="checkbox"/> Siemens |
| <input type="checkbox"/> Hitachi | <input type="checkbox"/> Toshiba |



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Worldwide Market Overview

The study provides an approximately 30-page worldwide overview of the diagnostic imaging market, including:

- Estimates of the market size and growth, including the sales forecasts by geographic region and modality.
- Review of the U.S. and international technological, regulatory, economic, demographic and social trends with potentially significant impact on the diagnostic imaging industry during the next five years.
- Analysis of major geographic regions, including North America, Europe, Japan and Latin America.
- Discussion of trends in X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS and other technologies.

Comparative Analysis

In this section of the report, the **Top 10** companies are ranked according to the following criteria:

- Sales and market shares in the U.S., Europe, Japan and other geographic regions
- Sales by modality
- Operating profit and margins
- R&D expenditures

Company Strategic Assessments

For each of the **Top 10** companies, the report provides an approximately 95-page strategic analysis, including the following information:

Section I: Executive Summary

- A 3-15 page synopsis of key sections

Section II: Business Organization

- History of the imaging business evolution, which is important to understanding the company's corporate culture and strategies
- Recent acquisitions, divestitures, and significant organizational changes
- Current organizational structure

Section III: Senior Management

- Management philosophy and attitudes toward the diagnostic imaging market
- Background of key executives

Section IV: Facilities and Employees

- Location and size of administrative, manufacturing, and R&D facilities in the U.S. and abroad
- New plants under construction
- U.S. and international work force size and distribution

Section V: Technological Know-How

- Internally developed and acquired diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others

Section VI: Product Portfolio Analysis

- Placements and installed base of major systems in the U.S. and abroad, by modality
- Review of major product lines
- Specifications, features, advantages, weaknesses, introduction dates and prices of current systems

Section VII: Marketing Tactics

- The U.S. and international sales force size in major geographic regions
- Selling options, including rental plans, leasing and others
- Promotional tactics, e.g., pricing, discounts, advertising, trade shows, seminars, product literature, newsletters, etc.
- System service and support

Section VIII: Sales and Profit Growth

- Sales estimates by division, geographic region, and modality
- Sales and operating profit performance

Section IX: R&D Expenditures and Major Programs

- R&D budget, research facilities, and staff
- New technologies, systems, and applications in development, including their specifications and anticipated introduction dates

Section X: Collaborative Arrangements

- Major joint venture, distribution, O.E.M., and licensing partners, both industrial and academic
- Terms of collaborative agreements and specific products involved

Section XI: Strategic Direction

- Business, new product development, and marketing strategies
- Anticipated acquisitions, joint ventures, and divestitures

About This Report

Rationale

Strategic assessment of the competitive environment is widely recognized as one of the highest priority management responsibilities—crucial to business survival, growth, and profitability. Timely and factual competitive intelligence is vital to the success of all business functions, particularly Marketing, Planning, R&D, and Manufacturing.

In a highly dynamic diagnostic imaging market, besieged by intense competition and the rapid pace of technological innovations, the ability to anticipate new product introductions and marketing strategies is particularly important...and spells the difference between success and failure.

Objectives

“The Top 10 World’s Leading Diagnostic Imaging Companies” is a unique multiclient study prepared by VPG in order to provide industry executives with strategically significant competitor information, analysis, and insight crucial to the development and implementation of effective business, marketing, and R&D programs. The study’s major objectives include:

- To establish a comprehensive, factual and cost-effective information base on performance, capabilities, goals, and strategies of the world’s leading diagnostic imaging companies.
- To help current suppliers realistically assess their financial, technological, and marketing capabilities vis-a-vis leading competitors.
- To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.
- To complement organizations’ internal competitor information gathering efforts with strategic analysis, data interpretation, and insight.

Methodology

The **Top 10** report is based on interviews with current and former executives, customers, suppliers, financial analysts, as well as experts from trade associations, and others knowledgeable of the companies’ current operations and strategic directions. The study also includes the information obtained from industry shows, marketing conferences and scientific symposia.

In addition to primary sources, the **Top 10** report contains information retrieved from VPG’s proprietary database, which has been developed in the course of continuous monitoring of the diagnostic imaging industry, as well as over 100 multi-client studies and numerous single-client assignments. This database contains extensive information on companies, technologies, products and executives worldwide.

Moreover, a comprehensive review of the **Top 10** companies’ product and financial literature, local press, business and technical periodicals, trade and professional association surveys, marketing meeting presentations, patents, government documents and pertinent industry analyst reports was conducted.

Special Features

- 850 pages of vital market intelligence.
- 85 tables containing estimates of the **Top 10** companies’ sales and operating profit by division, geographic region and modality.
- A 30-page Worldwide Market Overview, including sales forecasts for major geographic regions, market segments, and modalities.
- Comparative Analysis ranking the **Top 10** companies according to their sales, profit and R&D expenditures.

LIST OF TABLES

- TABLE MO-1:** WORLDWIDE DIAGNOSTIC IMAGING MARKET FORECAST BY GEOGRAPHIC REGION
- TABLE MO-2:** WORLDWIDE DIAGNOSTIC IMAGING MARKET BY MODALITY AND GEOGRAPHIC REGION
- TABLE MO-3:** WORLDWIDE DIAGNOSTIC IMAGING MARKET FORECAST BY MODALITY
-
- TABLE AL-1:** ALOKA SALES AND OPERATING PROFIT GROWTH
- TABLE AL-2:** ALOKA SALES BY BUSINESS SEGMENT
- TABLE AL-3:** ALOKA SALES GROWTH BY BUSINESS SEGMENT
- TABLE AL-4:** ALOKA SALES BY GEOGRAPHIC REGION
- TABLE AL-5:** ALOKA SALES GROWTH BY GEOGRAPHIC REGION
- TABLE AL-6:** ALOKA OPERATING PROFIT BY GEOGRAPHIC REGION
- TABLE AL-7:** ALOKA PROFIT GROWTH BY GEOGRAPHIC REGION
-
- TABLE AN-1:** ANALOGIC SALES AND OPERATING PROFIT GROWTH
- TABLE AN-2:** ANALOGIC SALES BY REVENUE SOURCE
- TABLE AN-3:** ANALOGIC SALES GROWTH BY INDUSTRY SEGMENT
- TABLE AN-4:** ANALOGIC SALES BY GEOGRAPHIC REGION
- TABLE AN-5:** ANALOGIC SALES GROWTH BY GEOGRAPHIC REGION
- TABLE AN-6:** ANALOGIC SALES BY MAJOR CUSTOMER
- TABLE AN-7:** ANALOGIC SALES GROWTH BY MAJOR CUSTOMER
-
- TABLE ES-1:** ESAOTE SALES AND OPERATING PROFIT GROWTH
- TABLE ES-2:** ESAOTE SALES BY BUSINESS SEGMENT
- TABLE ES-3:** ESAOTE SALES GROWTH BY BUSINESS SEGMENT
- TABLE ES-4:** ESAOTE SALES BY GEOGRAPHIC REGION
- TABLE ES-5:** ESAOTE SALES GROWTH BY GEOGRAPHIC REGION

- TABLE GE-1:** GE REVENUE BY OPERATING SEGMENT
- TABLE GE-2:** GE REVENUE GROWTH BY OPERATING SEGMENT
- TABLE GE-3:** GE OPERATING PROFIT AND MARGINS BY SEGMENT
- TABLE GE-4:** GE OPERATING PROFIT GROWTH BY SEGMENT
- TABLE GE-5:** GE DIAGNOSTIC IMAGING WORLDWIDE SALES AND OPERATING PROFIT GROWTH
- TABLE GE-6:** GE DIAGNOSTIC IMAGING WORLDWIDE SALES BY GEOGRAPHIC REGION
- TABLE GE-7:** GE DIAGNOSTIC IMAGING WORLDWIDE SALES BY MODALITY/BUSINESS
- TABLE GE-8:** GE DIAGNOSTIC IMAGING WORLDWIDE SALES BY MODALITY/BUSINESS AND GEOGRAPHIC REGION
- TABLE GE-9:** GE DIAGNOSTIC IMAGING SYSTEM PLACEMENTS AND INSTALLED BASE BY MODALITY AND GEOGRAPHIC REGION
-
- TABLE HI-1:** HITACHI REVENUE BY INDUSTRY SEGMENT
- TABLE HI-2:** HITACHI REVENUE GROWTH BY INDUSTRY SEGMENT
- TABLE HI-3:** HITACHI OPERATING PROFIT BY INDUSTRY SEGMENT
- TABLE HI-4:** HITACHI OPERATING PROFIT BY INDUSTRY SEGMENT
- TABLE HI-5:** HITACHI IMAGING SYSTEMS SALES AND OPERATING PROFIT GROWTH
- TABLE HI-6:** HITACHI IMAGING SYSTEMS SALES BY GEOGRAPHIC REGION
- TABLE HI-7:** HITACHI IMAGING SYSTEMS SALES BY MODALITY/BUSINESS
- TABLE HI-8:** HITACHI IMAGING SYSTEMS SALES BY MODALITY/BUSINESS AND GEOGRAPHIC REGION
- TABLE HI-9:** HITACHI IMAGING SYSTEMS SYSTEM PLACEMENTS AND INSTALLED BASE BY MODALITY AND GEOGRAPHIC REGION
-
- TABLE HO-1:** HOLOGIC SALES AND OPERATING PROFIT GROWTH
- TABLE HO-2:** HOLOGIC SALES BY PRODUCT LINE
- TABLE HO-3:** HOLOGIC SALES GROWTH BY PRODUCT LINE

- TABLE HO-4:** HOLOGIC OPERATING PROFIT BY PRODUCT LINE
- TABLE HO-5:** HOLOGIC OPERATING PROFIT GROWTH BY PRODUCT LINE
- TABLE HO-6:** HOLOGIC SALES BY GEOGRAPHIC REGION
-
- TABLE PH-1:** PHILIPS REVENUE BY OPERATING SECTOR
- TABLE PH-2:** PHILIPS REVENUE GROWTH BY OPERATING SECTOR
- TABLE PH-3:** PHILIPS OPERATING PROFIT BY SECTOR
- TABLE PH-4:** PHILIPS OPERATING PROFIT GROWTH BY SECTOR
- TABLE PH-5:** PHILIPS MEDICAL SYSTEMS SALES AND OPERATING PROFIT GROWTH
- TABLE PH-6:** PHILIPS MEDICAL SYSTEMS WORLDWIDE SALES BY GEOGRAPHIC REGION
- TABLE PH-7:** PHILLIPS MEDICAL SYSTEMS WORLDWIDE SALES GROWTH BY GEOGRAPHIC REGION
- TABLE PH-8:** PHILLIPS MEDICAL SYSTEMS WORLDWIDE SALES BY MODALITY/BUSINESS
- TABLE PH-9:** PHILLIPS MEDICAL SYSTEMS SALES BY MODALITY/BUSINESS AND GEOGRAPHIC REGION
- TABLE PH-10:** PHILLIPS MEDICAL SYSTEMS SYSTEM PLACEMENTS AND INSTALLED BASE BY MODALITY AND GEOGRAPHIC REGION
-
- TABLE SH-1:** SHIMADZU REVENUE BY PRODUCT CATEGORY
- TABLE SH-2:** SHIMADZU IMAGING SYSTEMS SALES AND OPERATING PROFIT GROWTH
- TABLE SH-3:** SHIMADZU IMAGING SYSTEMS SALES BY GEOGRAPHIC REGION
- TABLE SH-4:** SHIMADZU IMAGING SYSTEMS SALES BY MODALITY/BUSINESS
- TABLE SH-5:** SHIMADZU IMAGING SYSTEMS SALES BY MODALITY/BUSINESS AND GEOGRAPHIC REGION
- TABLE SH-6:** SHIMADZU IMAGING SYSTEMS PLACEMENTS AND INSTALLED BASE BY MODALITY AND GEOGRAPHIC REGION
-
- TABLE SI-1:** SIEMENS SALES BY BUSINESS SEGMENT

- TABLE SI-2:** SIEMENS SALES GROWTH BY BUSINESS SEGMENT
- TABLE SI-3:** SIEMENS OPERATING PROFIT BY BUSINESS SEGMENT
- TABLE SI-4:** SIEMENS OPERATING PROFIT GROWTH BY BUSINESS SEGMENT
- TABLE SI-5:** SIEMENS IMAGING SYSTEMS SALES AND OPERATING PROFIT GROWTH
- TABLE SI-6:** SIEMENS IMAGING SALES BY GEOGRAPHIC REGION
- TABLE SI-7:** SIEMENS IMAGING SYSTEMS WORLDWIDE SALES BY MODALITY/BUSINESS
- TABLE SI-8:** SIEMENS IMAGING SYSTEMS SALES BY MODALITY/BUSINESS AND GEOGRAPHIC REGION
- TABLE SI-9:** SIEMENS IMAGING SYSTEMS SYSTEM PLACEMENTS AND INSTALLED BASE BY MODALITY AND GEOGRAPHIC REGION
-
- TABLE TO-1:** TOSHIBA SALES BY INDUSTRY SEGMENT
- TABLE TO-2:** TOSHIBA SALES GROWTH BY INDUSTRY SEGMENT
- TABLE TO-3:** TOSHIBA OPERATING PROFIT AND MARGINS BY INDUSTRY SEGMENT
- TABLE TO-4:** TOSHIBA OPERATING PROFIT GROWTH BY INDUSTRY SEGMENT
- TABLE TO-5:** TOSHIBA WORLDWIDE SALES BY GEOGRAPHIC REGION
- TABLE TO-6:** TOSHIBA WORLDWIDE SALES GROWTH BY GEOGRAPHIC REGION
- TABLE TO-7:** TOSHIBA MEDICAL SYSTEMS SALES AND OPERATING PROFIT GROWTH
- TABLE TO-8:** TOSHIBA MEDICAL SYSTEMS WORLDWIDE SALES BY GEOGRAPHIC REGION
- TABLE TO-9:** TOSHIBA MEDICAL SYSTEMS WORLDWIDE SALES BY MODALITY/BUSINESS
- TABLE TO-10:** TOSHIBA MEDICAL SYSTEMS SALES BY MODALITY/BUSINESS AND GEOGRAPHIC REGION
-
- TABLE CA-1:** TOP 10 WORLD 'S LEADING DIAGNOSTIC IMAGING COMPANIES SALES COMPARISON BY GEOGRAPHIC REGION

TABLE CA-2: TOP 10 WORLD 'S LEADING DIAGNOSTIC IMAGING COMPANIES
SALES COMPARISON BY MODALITY

TABLE CA-3: TOP 10 WORLD 'S LEADING DIAGNOSTIC IMAGING COMPANIES
OPERATING PROFIT AND MARGINS COMPARISON

TABLE CA-4: TOP 10 WORLD 'S LEADING DIAGNOSTIC IMAGING COMPANIES
R&D EXPENDITURE COMPARISON