



## **FOR IMMEDIATE RELEASE – 11/17/2008**

### **Sonora Announces Release of Innovative Ultrasound Tissue Phantom – The Optimal™**

Longmont, Colorado – November 17, 2008 – Sonora Medical Systems, the world's leading supplier of after market products, training, depot-level repair and support services and test equipment to the medical imaging market, is pleased to announce the release of an innovative new ultrasound tissue phantom, The Optimal™. *“The design and features of the Optimal™ phantom are based on our more than 12 years of experience using various phantoms while testing and repairing ultrasound probes as well as valuable input provided by ultrasound Sonographers and Biomedical Engineers . Included among the important new features is an insertion port for transesophageal (TE) probes that allows the image testing of the probe in its natural scanning position. Probe troughs are also included on the Optimal™ which allows easy scanning of highly curved endocavitary probes without placing stress on the probe shaft. Tissue phantoms are still an important component of an overall evidence-based quality assurance program, and the features designed in to the Optimal™ makes this phantom more consistent with current ultrasound probe technology,”* said G. Wayne Moore, President and CEO of Sonora Medical Systems. Included with the Optimal™ is a video educational tutorial on ultrasound evidence-based quality assurance and an operator's manual with an emphasis on the proper use of a phantom with modern ultrasound systems. The Optimal™ also carries the CE mark for sales to the European Union.

In addition to designing and manufacturing industry unique ultrasound test devices, Sonora Medical Systems, located at 1751 S. Fordham Street, Suite 100, Longmont, CO 80503, is the largest and fastest growing ultrasound and MRI depot-level repair company in the United States. Sonora's operations are certified to the ISO9001/13485 quality standard. Sonora Medical recently celebrated its 12-year anniversary in business.

For additional information concerning Sonora's Optimal™ tissue phantom, visit [www.4sonora.com](http://www.4sonora.com)  
Or Contact Eddie Henry, Sonora Marketing Communications Manager: [eddie@4sonora.com](mailto:eddie@4sonora.com)