



Image Guided Therapy

Technology Maximizer



Stay clinically advanced, **maximize imaging investments**

Boost the clinical capability and operational performance of your Image Guided Therapy equipment with Philips Technology Maximizer



Tangible Benefits

Predictable Budget	Plan a predictable budget for needed capabilities instead of multiple approvals
Stay Competitive	Access innovation upon release and be first to market with innovations
Non-obsolescence	Stay protected from obsolescence with continuous software and operating system upgrades
Capex to Opex	Avoid repeated capital investments over system lifecycle with planned operational budget.

How Philips Technology Maximizer works for Image Guided Therapy (IGT)

Technology Maximizer for Image Guided Therapy (IGT) is an optional service offered with software upgrade and hardware refresh. IGT Technology Maximizer keeps your system in state-of-the-art condition during the term of the agreement. For a reasonable predictable fee, it packs clinical, financial and operational security into one package.

Peace of mind through structured upgrades

When you participate in the Philips Technology Maximizer for Image Guided Therapy (IGT) program, innovations will be provided as upgrades for your system, and will be delivered upon release. These upgrades include:

Benefits of Technology Maximizer

Description	RightFit Maintenance Contract	Technology Maximizer Plus ^{1,2}	Technology Maximizer Pro ³ and Premium ⁴
Mandatory safety fixes and cyber security patches	✓	✓	✓
Software update to fix bugs	✓	✓	✓
Operating system upgrade	✗	✓	✓
Computer hardware replacement to support software upgrade	✗	✓	✓
All other software upgrade including upgrade of purchased clinical packages, new basic functionality	✗	✓	✓
Application training for new or enhanced functionality	✗	✓	✓
Advanced training for new clinical features and/or applications	✗	✗	✓
New clinical features and/or applications in one clinical suite	✗	✗	✓
New clinical features and/or applications in clinical domain(s)	✗	✗	With PRO you get a subset/ selection of new clinical application. With Premium you get all relevant application

94%¹ of the customers indicate the importance of technology upgrades (software & hardware) to enhance the performance and value of their imaging system

Full upgrade at nearly half the cost

During the term of the agreement, Philips IGT Technology Maximizer delivers a minimum of three major upgrades (2 software, 1 hardware). Purchasing these upgrades individually could cost up to twice the cost of the IGT Technology Maximizer agreement.

Eligible IGT systems

The following IGT systems are currently eligible for IGT Technology Maximizer* Program:

- Allura Xper 8.1 Family^{**}
- Allura Xper 8.2 Family
- Azurion 3 Family
- Azurion 7 Family

*IGT systems and Maximizer Program are subject to market availability

**Allura Xper 8.1 Family Technology Maximizer offer depends on age of the system

- 1) Technology Maximizer Essential is available for selected imaging systems and selected markets. Computer hardware replacement for Essential as needed
- 2) Technology Maximizer Plus is available for selected imaging systems. For Ultrasound, Hardware is not included for Plus.
- 3) Technology Maximizer PRO is available for selected systems in IGT.
- 4) Technology Maximizer Premium is available for selected systems in IGT.



Terms and conditions

- Available only on eligible Philips equipment at point of sale or at warranty expiration
- Maximum 5-yr. term (including warranty period)
- Can be purchased along with RightFit Maintenance Service Agreement (some markets may have stand alone purchase option)

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