

**PHILIPS**

Ultrasound

Technology  
Maximizer Essential

# Keep your Philips ultrasound systems state of the art

## Philips Technology Maximizer Essential

Philips ultrasound systems offer many advanced features from the start. With Technology Maximizer Essential, as we keep innovating, you keep gaining valuable upgrades over time – and at lower cost than purchasing the upgrades separately. The program has a history of regularly and reliably delivering technology enhancements to Philips EPIQ and Affiniti ultrasound systems to keep you moving ahead.<sup>1</sup>

### Maximize your imaging investment

For a low, predictable fee, Maximizer Essential for ultrasound packs clinical, financial and operational security into one package.



#### Stay clinically advanced to drive patient care and staff experience

Regular and reliable upgrades to software – and access to our latest capabilities – allows you to keep increasing the lifetime value of your systems. Historically, we have seen three upgrades in four years.



#### Achieve standardization to help improve efficiency and care

Sonographers can be more efficient when their workflow is the same across different systems, different rooms and different locations. Standardization can allow for consistent image results, helps allow the ability to share transducers across departments or sites, and can provide a consistent level of software and capabilities may help reduce training time.



#### Be predictable in your costs while keeping your systems up to date

Lead with innovations, instead of waiting for budget approvals that can delay equipment upgrades. With Maximizer the cost of keeping your system upgraded is not only discounted but also planned and predictable, increasing the lifetime value of your system.



#### Protect clinical data and reduce cybersecurity risk

Program includes mandatory safety fixes and cybersecurity patches and software updates to fix bugs, as well as operating system upgrades.

## Peace of mind through structured upgrades

With Maximizer Essential, you automatically receive updated innovations for your systems as they are released, keeping systems at the leading edge of clinical and operational value.

# Technology Maximizer Essential



### Delivers core software enhancements

Regular and reliable upgrades such as image quality improvements, enhanced user interface and our latest core enhancements.



### Allows for our latest capabilities

The software upgrade enables our latest capabilities (these capabilities are purchased separately).



### Enables our latest transducers

Transducers enabled by the software upgrade. Also includes enhancements to existing purchased transducers (transducers purchased separately).



Philips EPIQ and Affiniti ultrasound systems are eligible for Technology Maximizer Essential.

**86%** of customers consider the Technology Maximizer program to be relevant for overcoming key hospital limitations – staying competitive, addressing staff satisfaction and ensuring cybersecurity.\*

Upgrades included	Technology Maximizer Essential
Core software upgrades	Your system will be upgraded to the latest core operating software and the license to any new core enhancements.
Workflow and image quality improvements	New Philips systems are loaded with advancements from day one, but Philips never stops innovating. As workflow, image quality and security improvements are made, Maximizer Essential customers will get them with their upgrades.
Updated clinical options	If you have purchased a clinical option and Philips has an improved version, Maximizer Essential will ensure that you have the latest version.
Capable of new clinical options and transducers	When Philips comes out with new clinical options available for purchase, Maximizer Essential ensures your system will always be capable of running the latest options.
Preferred pricing	Discounted pricing on select clinical applications and hardware upgrades with Technology Maximizer Essential.

### Like a full upgrade for a fraction of the cost

Over the course of four years, Philips typically releases three to four major upgrades. Purchasing these individually means you could pay two to three times what you would as part of Maximizer Essential. Maximizer Essential also includes preferential pricing on hardware necessary for upgrades.

### Flexible purchase options

Maximizer Essential can be purchased as a capital or operational expenditure.

### Terms and conditions

- Only available on EPIQ and Affiniti systems
- Maximum four-year term (plus coverage during the warranty period)
- Program provides software upgrades to previously purchased applications if they are contained within the core operating system software release and does not include software options that are separately purchasable on the covered system
- The Maximizer Essential program does not include hardware upgrades, but Maximizer customers do receive discounted hardware upgrade pricing

<sup>1</sup> Philips Technology Maximizer Essential timeline, 452299181981, April 2023.

\*GemSeek research commissioned by Philips, N=151 (USA).

