



PHILIPS

Ultrasound

Technology
Maximizer Plus

Staying state of the art has never been easier

Philips Technology Maximizer Plus

Includes a one-time hardware upgrade for your EPIQ ultrasound system

You rely on the advanced capabilities of your Philips ultrasound systems day after day, and now there's a simple and economical way to keep them up to date year after year. With Technology Maximizer Plus, we will bring your ultrasound system's hardware to our current configuration, and as we keep innovating, you'll keep gaining valuable software upgrades as they are released. You'll also receive discounts on select clinical applications.

Maximize your imaging investment

This program has a history of delivering regular, reliable technology enhancements to keep you moving ahead. For a low, predictable fee, you can access ongoing clinical, financial and operational security.



Stay clinically advanced to drive patient care and staff experience

First, we will bring your hardware and software to current levels. Then, over time, you will receive regular and reliable software upgrades that give you access to our latest capabilities – allowing you to keep increasing the lifetime value of your system. 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, help ensure the ability to share transducers across departments or sites, and can 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 Plus 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

The 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 Plus you automatically receive updated innovations for your systems as the innovations are released, keeping your systems at the leading edge of clinical and operational value.

Technology Maximizer Plus



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).



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

State-of-the-art upgrades	Technology Maximizer Plus
One-time hardware upgrade for your existing EPIQ ultrasound system	The program features an initial hardware upgrade for existing EPIQ ultrasound systems.
Sustainable solutions	At Philips, we strive to make the world healthier and more sustainable through innovation and upgrades. The Maximizer Plus hardware upgrade can extend the life of your EPIQ ultrasound system.
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, program customers will receive them with their upgrades.
Updates for your clinical options	If you have purchased a clinical option and Philips has an improved version, this program 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, this program means your system will always be capable of running the latest options.
Preferred pricing	You'll receive preferential pricing on select purchases.

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 Plus. This program also includes a one-time hardware upgrade for existing EPIQ ultrasound systems and preferential pricing on select purchases.

Cybersecurity protection

Protect clinical data and reduce cybersecurity risk with Maximizer Plus upgrades. Software upgrades keep your imaging systems secure and protected from obsolescence. Avoid weak links and vulnerabilities created by outdated or obsolete software.

Terms and conditions

- Only available on EPIQ ultrasound 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
- Includes a one-time hardware upgrade for EPIQ ultrasound systems, as well as discounted pricing on select purchases

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

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