



Media Backgrounder

November 2023

Philips Affiniti Ultrasound

[Philips Affiniti Ultrasound](#) is a feature rich, high quality ultrasound system that provides exceptional quality, superb clinical versatility, and quick confident diagnoses - incorporating innovations that make Philips ultrasound the choice of those who demand quality images and proven clinical applications.



Why is it important?

Clinicians you need diagnostic information quickly – but not at the expense of accuracy, advanced functionality – but not at the expense of ease of use, a system that is ergonomic – but built to last for the daily rigors of high patient volume.

The Philips Affiniti ultrasound system helps to achieve this balance. Engineered for efficiency and reliability and powered by Philips superb performance, it brings outstanding image quality, walk-up usability, and automated quantification. Its precision performance and intuitive design helps provide elegant, efficient care – every day.

What is innovative about it?

Philips leveraged the experiences of its customers to design Affiniti to address the challenges of daily scanning. Philips understands the reality of tight spaces, high patient volume, technically difficult patients, and time constraints, and have designed the system with thoughtful details to help lighten your workload.

Walk-up usability

The intuitive, intelligently designed user interface and system architecture have been validated by studies that show that users with ultrasound experience require minimal training on system use to be able to complete an exam.¹

Reduced reach and button pushes

To enhance exam efficiency, Affiniti 70 places relevant, easy-to-learn controls right at your fingertips, streamlining workflow. Because 80% of ultrasound clinicians experience work-related pain, and more than 20% suffer a career-ending injury,² Philips designed its intuitive, tablet-like touchscreen interface to reduce reach and button pushes.

¹ 2014 internal workflow study comparing Affiniti to HD15

² Society of Diagnostic Medical Sonography, Industry Standards for the Prevention of Musculoskeletal Disorders in Sonography, May 2003.

Scanning comfort

Affiniti 70 is designed to make a full day of scanning comfortable. The control panel with 180° of movement and generously sized 54.6 cm (21.5 in) articulating monitor enhance scanning comfort whether standing or sitting. The touchscreen is one of the largest in its class, so clinicians can easily make selections and control scanning while focusing on their patients.

Ready when you need it

At just 83.5 kg (184 lb), Affiniti 70 is one of the lightest in its class and is 16% lighter than its predecessor.³ With its small footprint and fold-down monitor, pushing the system down hallways and in tight spaces is easy. When an exam is finished, a full suite of DICOM and PC format capabilities make information-sharing simple. Structured reporting facilitates patient workflow by giving you the ability to transfer measurements, images and reports over network share, and wireless capability plus easy connection to printers helps clinicians document exams.

What is the benefit of the innovation?

Affiniti offers low operating costs and is backed by Philips support and value-added services - boasting a low total cost of ownership – making premium ultrasound more accessible.

Find out more:

[Philips Affiniti 70 – Ultrasound system](#)

For further information, please contact:

Rengin Erdinç

Head of Brand & Communications
Philips Middle East and Türkiye
Cell: +90 549 772 13 50
Email: rengin.erdinc@philips.com

About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and well-being through meaningful innovation. Philips' patient- and people-centric innovation leverages advanced technology and deep clinical and consumer insights to deliver personal health solutions for consumers and professional health solutions for healthcare providers and their patients in the hospital and the home. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, ultrasound, image-guided therapy, monitoring, and enterprise informatics, as well as in personal health. Philips generated 2022 sales of EUR 17.8 billion and employs approximately 70,700 employees with sales and services in more than 100 countries. News about Philips can be found at www.philips.com/newscenter.

³ HD15