



Product Launch & Positioning Concept

Sangeeta Gehlot

PENTAX
MEDICAL
Excellence in Focus



**EPK-i - The centerpiece
of our Sales success**



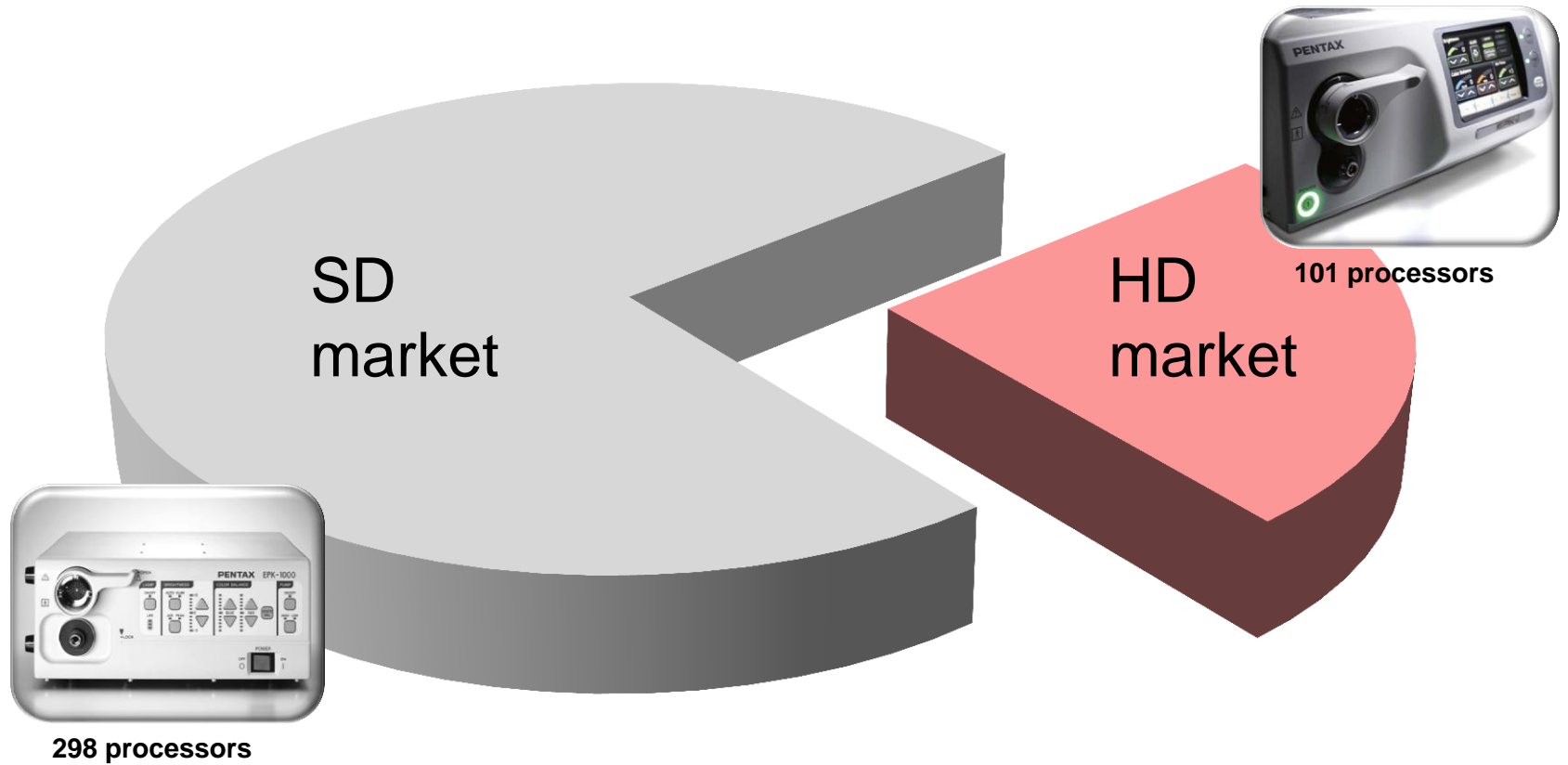
Shifting of market segments

SD
market





Shifting of market segments



Shifting of market segments

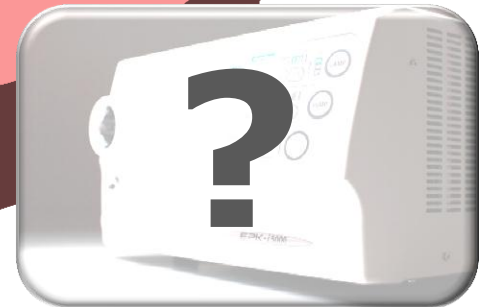
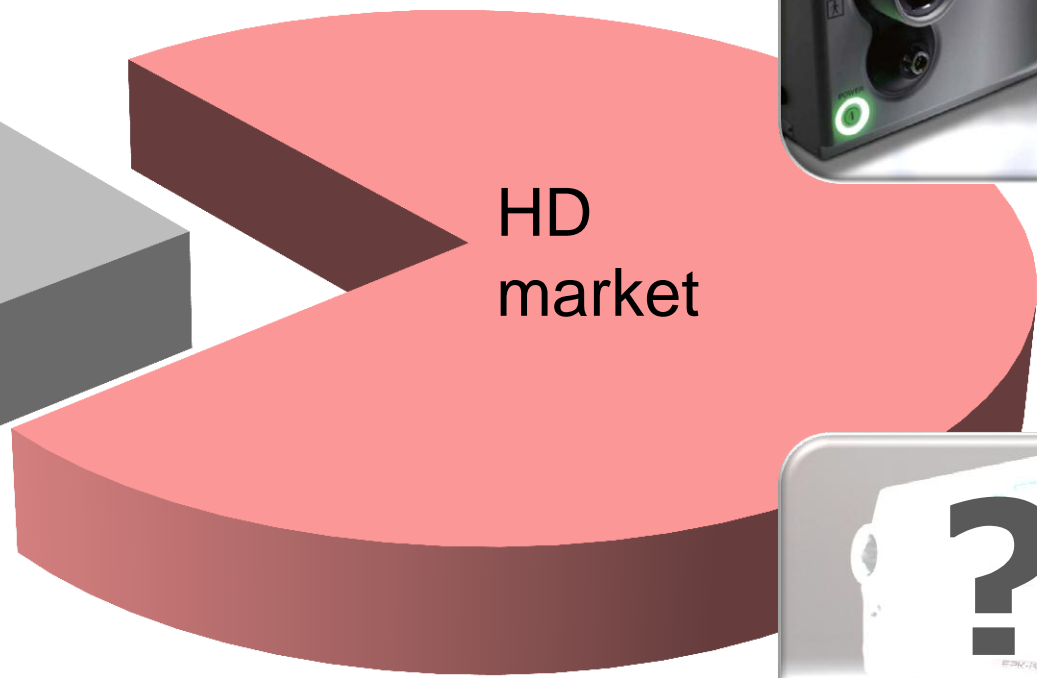
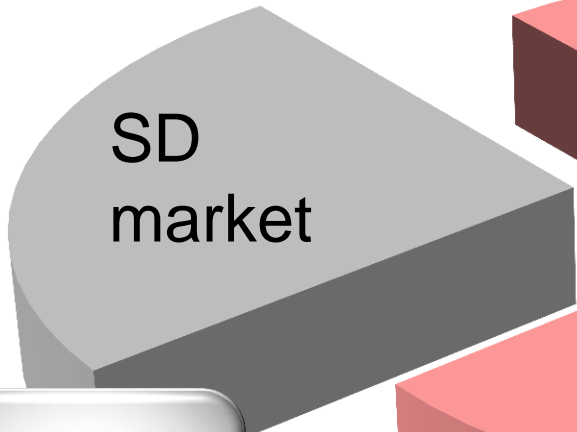
“HD + and i-scan supported the characterization of the epithelial surface and vascularization of gastric mucosal lesions and can assist treatment and surveillance decisions.”

Dr Matthew Banks, Dr Rehan Haidry,
Dr Laurence Lovat
University College Hospital, London

“HD is the upcoming standard of gastrointestinal endoscopy and may replace SD soon.”

Prof Ralf Kiesslich
Johannes Gutenberg
University Mainz, Germany

Elevation of processor market (SD elevates to HD)



Processor differentiation

Common Feature: image quality
(HD+ resolution and brilliant illumination) and i-scan



EPK-i5000

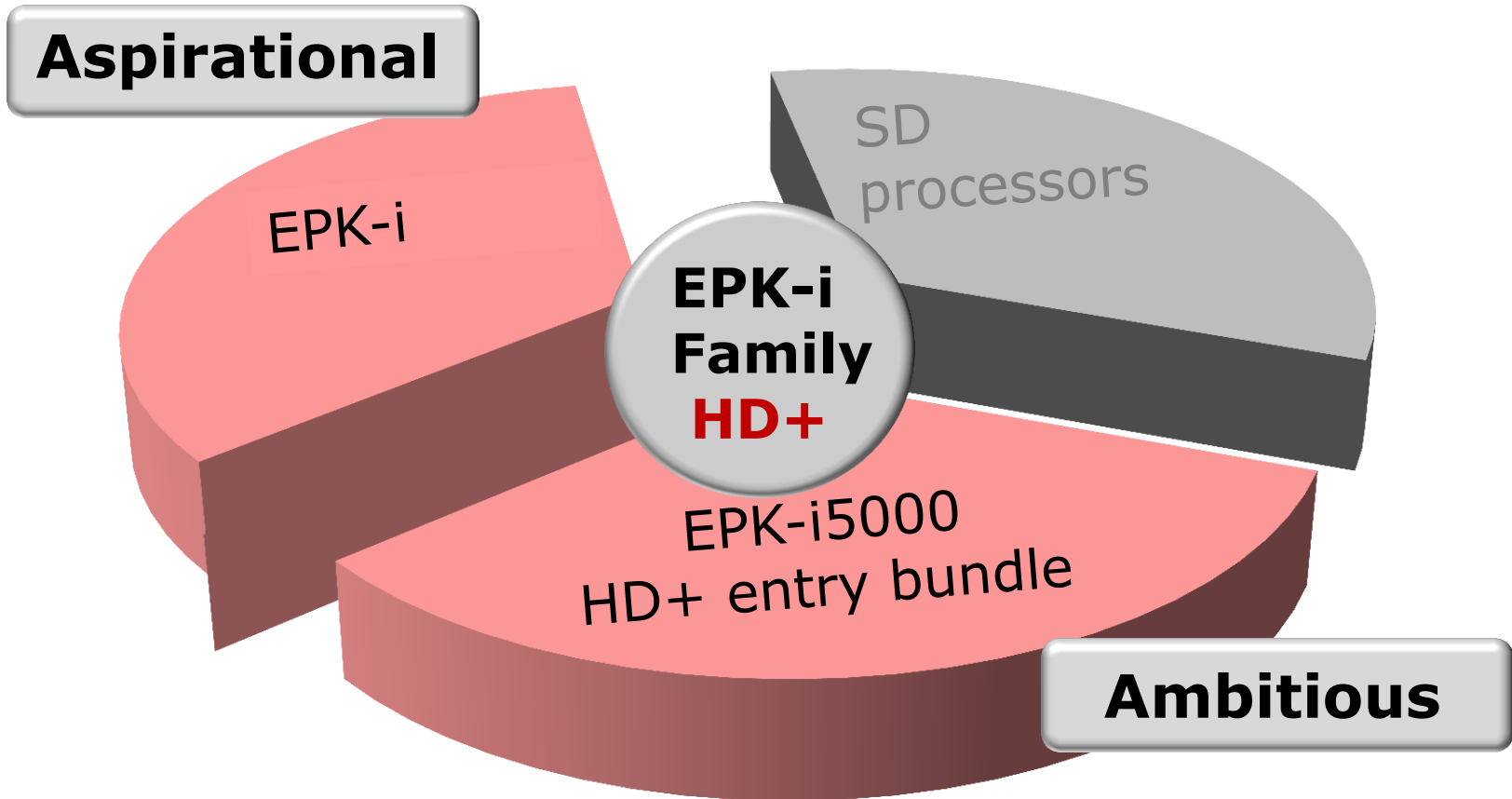
- Preset i-scan modes 1,2,3
- Operation panel



EPK-i

- Full i-scan management > „tailor it to your needs“
- Intuitive touch screen

Future HD processor portfolio



The **ambitious** customer...

- Wants to enter the **HD-segment** with a new processor
- Is interested in **state-of-the-art endoscopy**
- Wants a processor which is **easy to handle**
- Uses i-scan in **daily routine** but **does not need the whole variety of filters**
- Is extremely **price-conscious**



The **aspirational** customer...

- **Drives and investigates** evidence based medicine
- Wants to be in control of his equipment and **exploit the full potential**
- Shows **image and reputation** with his equipment, thus wants the **best processor**
- Is active in clinical **research** and **education**
- Broad **recognition as an expert**





Communication concept summary

Ambitious



EPK-i5000
HD+ entry bundle

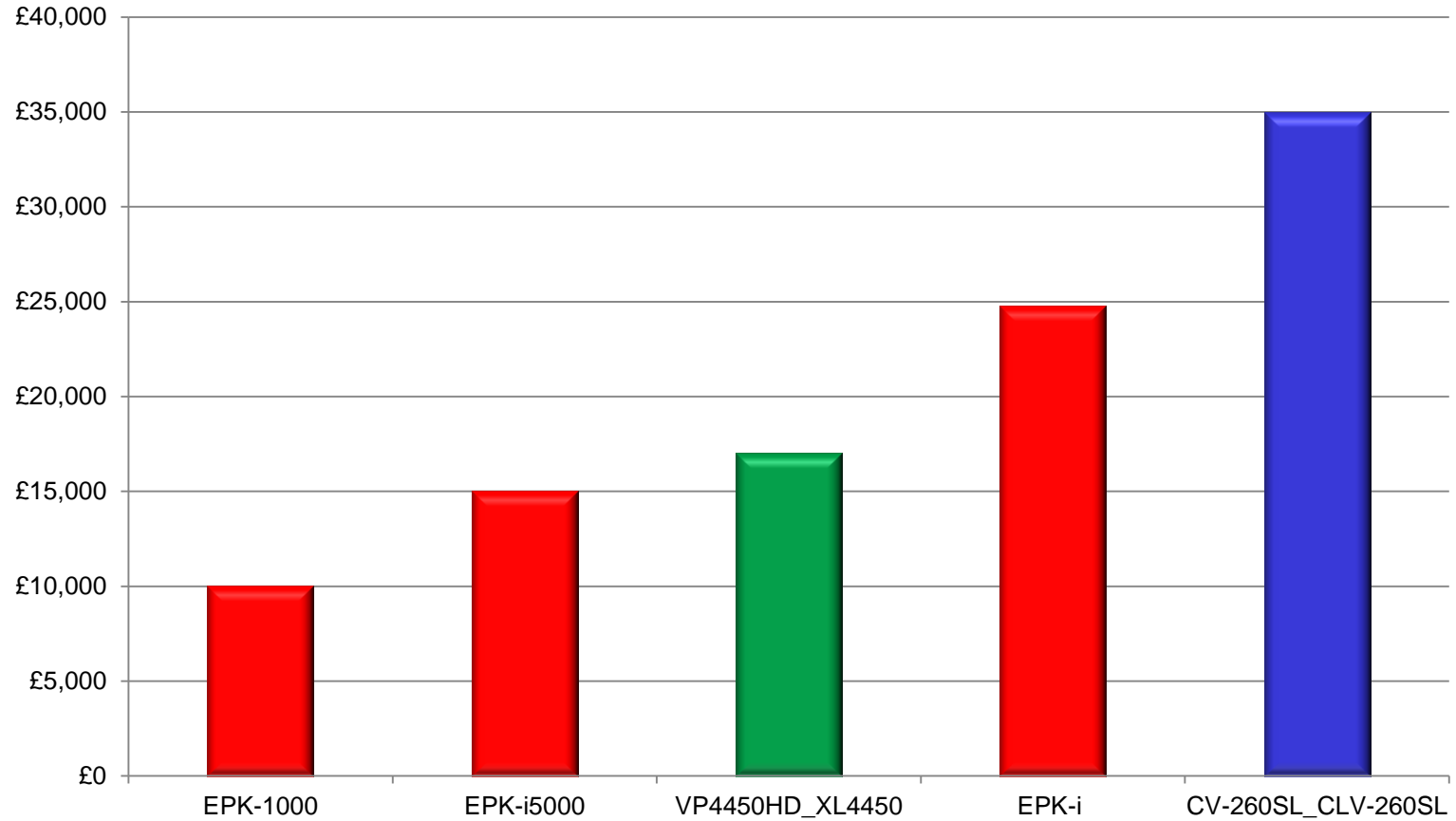
Aspirational



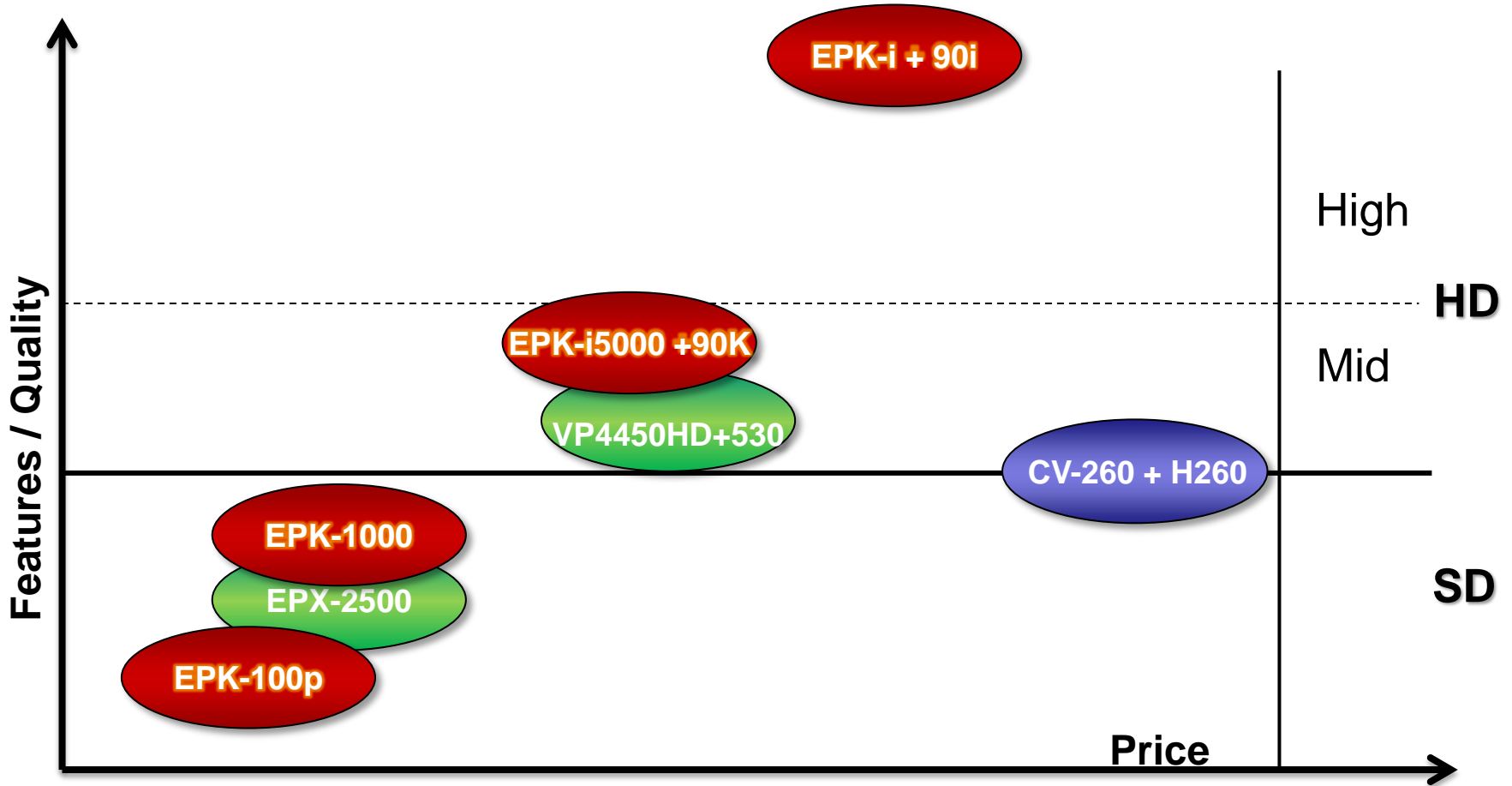
EPK-i



Pricing supports positioning



Processor/Scope positioning vs. competition



Communication concept

The **EPK-i5000 + 90K scopes** may be offered to those customers who need a **state-of-the-art processor** with proven and reliable functions like **preset i-scan** for their daily clinical routine who may be considering Olympus or Fujinon.



Communication concept

The **EPK-i** may be offered to the customers who need an **advanced processor** with **broad features** to drive both, their **clinical research** and **daily clinical routine** forward.

This is the **best** option available in the market





Raise your expectations

Thank you for your attention!



EPK-i5000

Technical Features and Differentiators

Andy Thomas

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EPK-i5000 Introduction

- Appearance- what does it look like?



- Features- how can it serve your customer?



- Differentiation- how does it differ from EPK-1000 and EPK-i?



- Endoscope Update- when needed?



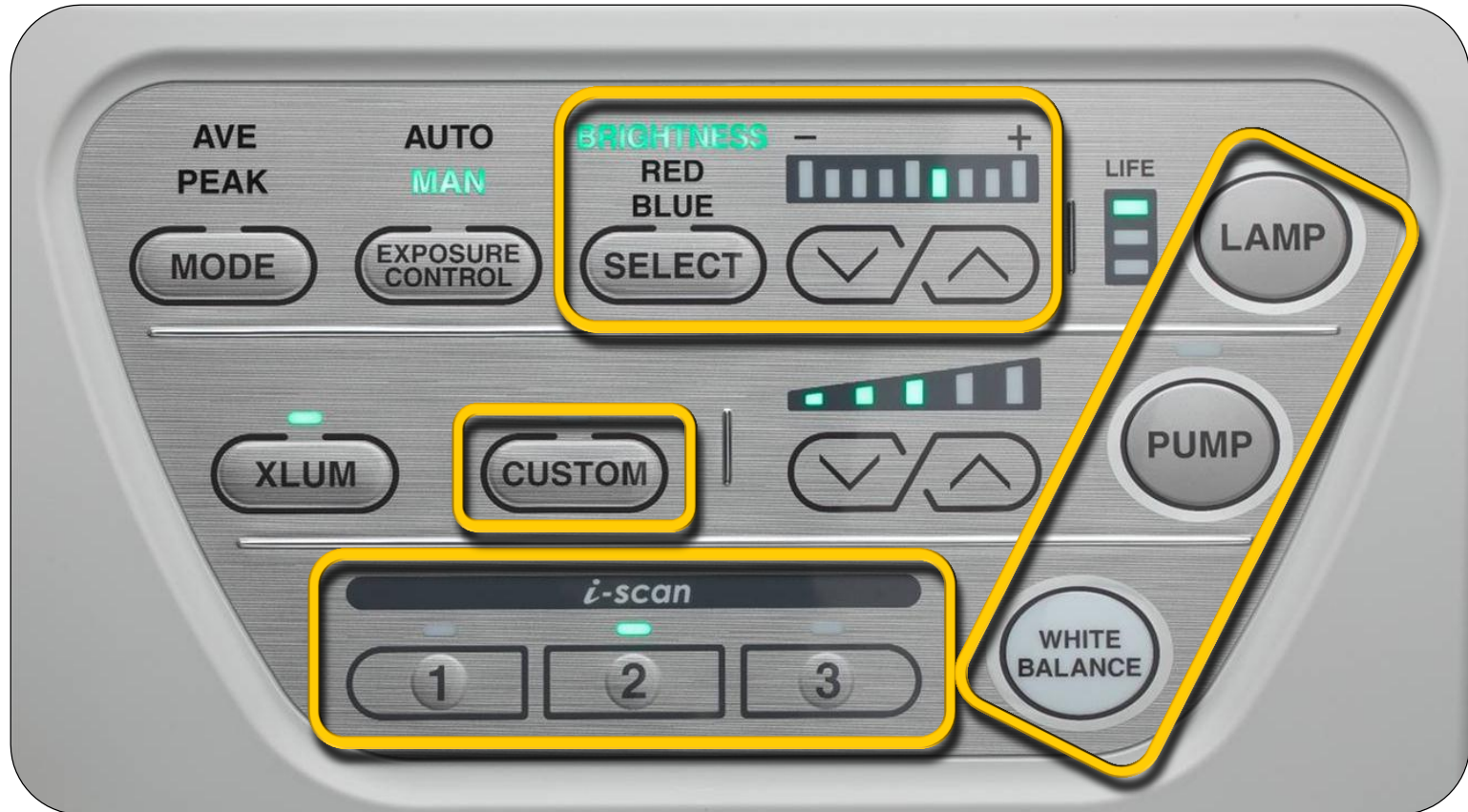
- i-scan Preset- what's this?





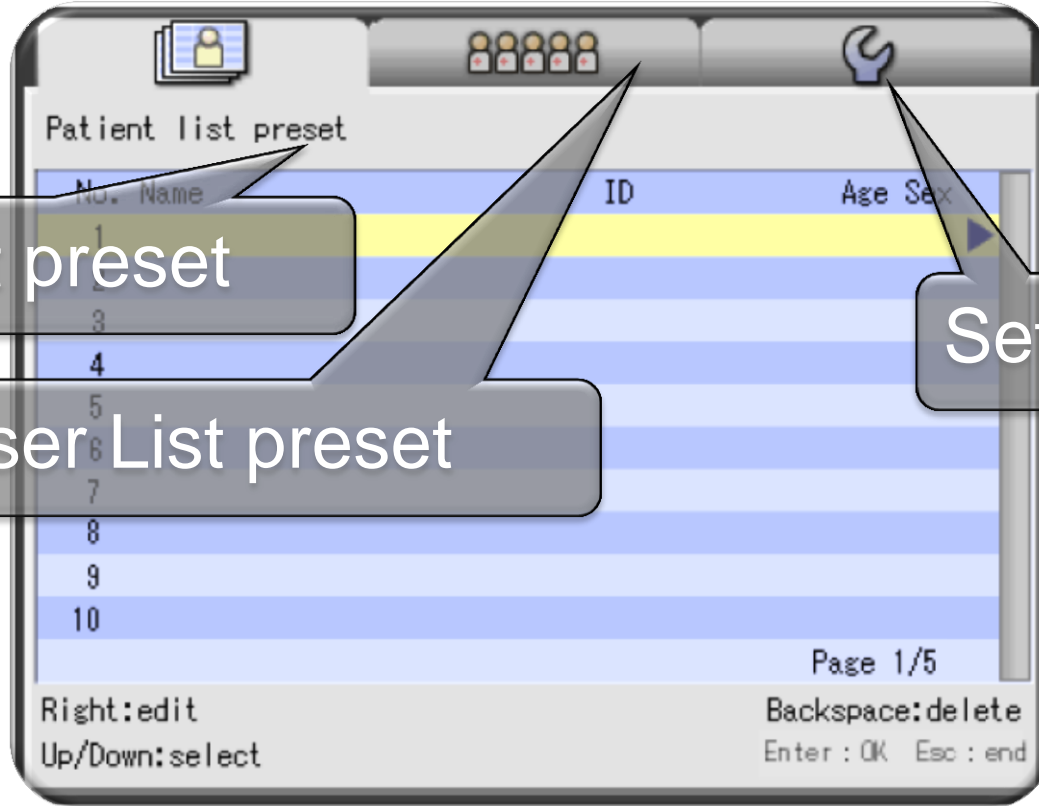


EPK-i5000 Operation Panel





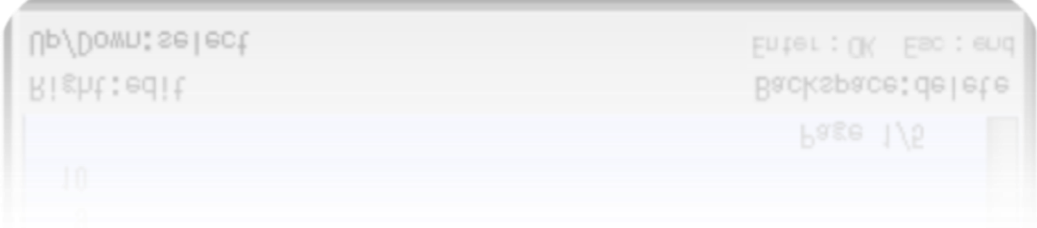
EPK-i5000 OSD -On Screen Display



Patient list preset

User List preset

Setup



EPK-i5000 Keyboard

- Dedicated keyboard OS-A79



i-scan profiles

Features



vs.



vs.



SD

HD+

HD+



N/A

Preset Profiles
1,2,3

Full access via
touch screen



100W

300W

300W



electronic

electronic

rotary

90i Compatibility



vs.



electronic

rotary





EPK-i5000 i-scan Preset

Clear. Easy. Different.

- Clearly defined i-scan settings:

Make it easy!

Recommended i-scan Settings

www.pentaxeurope.com **PENTAX**

Recommended i-scan

Clear!

Profile i-scan 1: i-scan SE		Profile i-scan 2: i-scan TE		Profile i-scan 3: i-scan TE with CE	
Brightness	0	Brightness	+1	Brightness	+1
Ave/Peak	Ave	Ave/Peak	Ave	Ave/Peak	Ave
Blue	0	Blue	0	Blue	0
Red	0	Red	0	Red	0
Enhancement	low/+2	Enhancement	low/+2	Enhancement	low/+2
SE	+5	SE	+4	SE	+5
CE	off	CE	off	CE	+2
TE	off	TE	c	TE	c

Supports detection. Supports characterization. Supports characterization.

- “We preset for you
– You benefit from our experience!”

EPK-i5000 i-scan Preset

- “i-scan by a touch of a button”



EPK-i5000 i-scan Preset

Different!

NBI

FICE

i-scan Preset

- #1 Setting only
- Is meant to support characterization- what about detection?

- #10 wavelengths
- ?

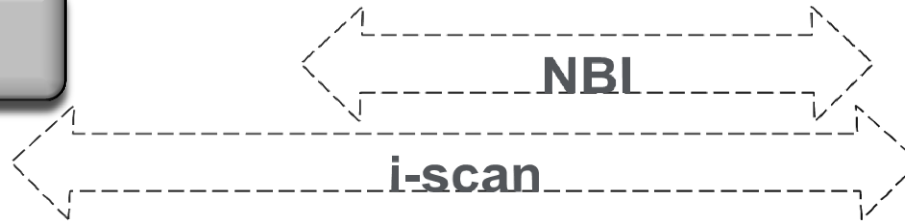


- clinically evaluated setting supporting detection & characterization



PENTAX i-scan vs Olympus NBI

Different!



Optical
Orientation

Detection

Measurement
(Demarcation)

Classification

Verification

Therapy

i-scan improves detection of minute structures / **NBI** offers no significant improvement

i-scan can be used when blood/stool in-situ / **NBI** becomes ineffective

i-scan can be updated and upgraded / **NBI** cannot



Hands on session during lunch break



Sales Focus

Sales Targeting and Promotion

Scott Bradley

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The EPK-i5000 Target Groups

Ambitious Customers

EPK-1000/100P/700 Customers

Olympus
prospects

Imotech
prospects



Paediatric GI

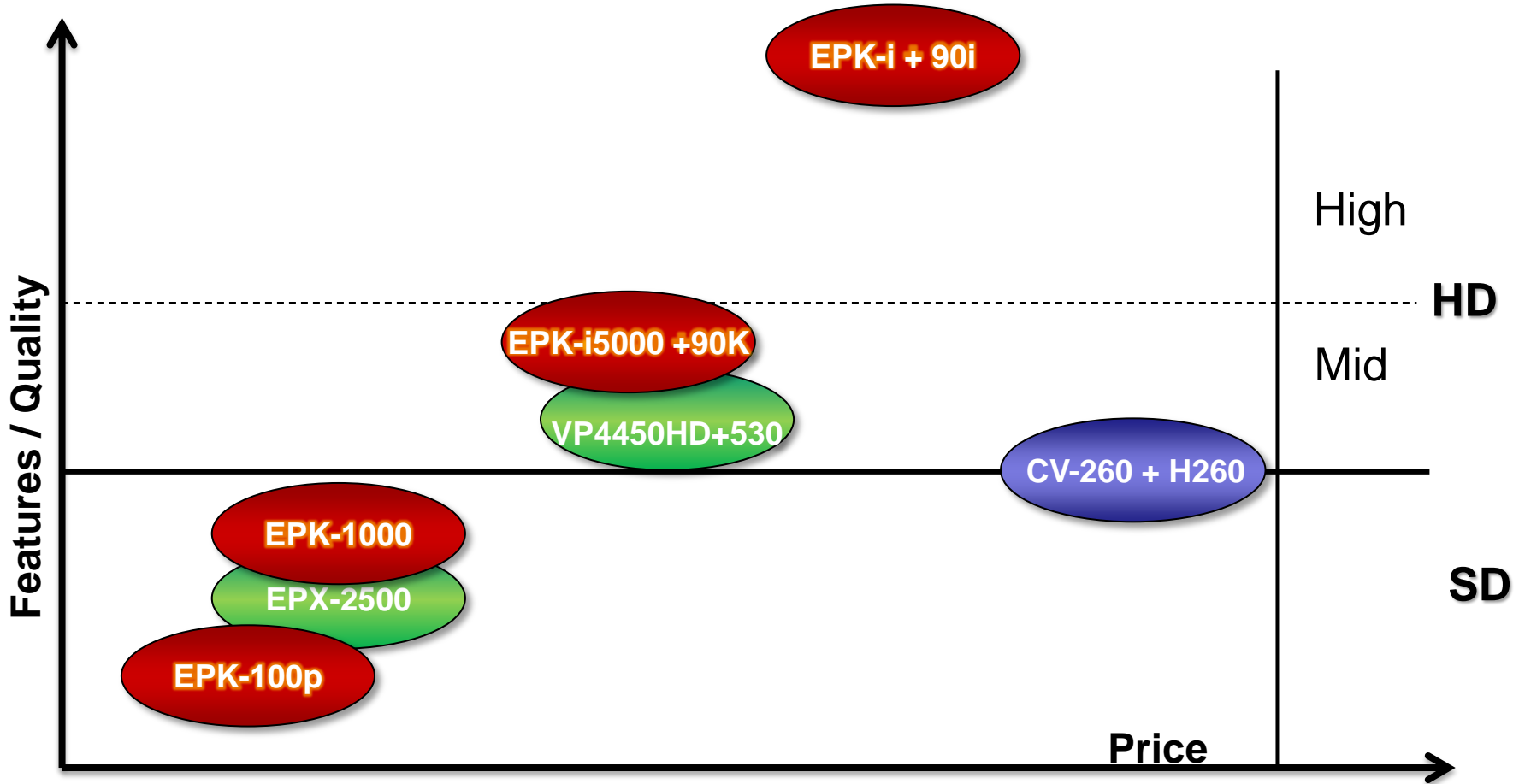
Bronchoscopy

ENT

Urology

ERCP

Processor/Scope positioning vs. competition





The sales perspective

- 90K & EPK-i5000 is Best Value for Money!
 - Competes with Imotech on pricing
 - High Technical Specification competes with both competitors
 - High pixilation CCD
 - i-scan
 - Outstanding illumination
 - Still Upgradeable
 - Offers 70K customers improved performance now and paves the way for future HD advances



PENTAX Existing Customers

- PENTAX existing HD users vs. existing SD users

25% : 75%

- PENTAX EPK-i installations vs. SD installations

101 EPK-i : 298 others

Sales Promotion

- Double Discount on EPKi-5000 with 90K scopes
 - normal supply chain discount 15%
 - Plus further 15% discount delivered as credit note on return of old equipment

e.g. £21,380 -15% = £18,173 -15% = £15,447 excl. VAT

- TROY offer on EPK-i when 4 x 90i scopes are purchased
 - January to March 2012 only





The challenges

- Customer do not clearly understand the difference between i-scan, NBI and FICE
 - i-scan is very often associated with NBI
 - No-one seems to regularly use FICE
- Clinical Studies prove that FICE software is of no use in the detection of adenomas
- Olympus does not support detection

“How do we explain how i-scan is valuable to your customers?”



i-scan excellence

i-scan Mini-Atlas

Case studies from clinical practice with HD+ and i-scan.



PENTAX



i-scan excellence

- The start of **i-scan Education Days** at **UCLH** in 2012-13.
- 4 education days to take place over the year
- Conducted by key clinicians at UCH
 - Dr Matthew Banks
 - Dr Laurence Lovat
 - Dr Rehan Haidry
- Focused groups of 10 consultants to attend the course for theory and hands on training with i-scan and to demonstrate its benefits
- Potential for CPD accreditation



A decorative graphic consisting of several horizontal lines of varying lengths, stacked vertically on the left side of the slide.

What are the take home messages?

- PENTAX lead the way in HD+ Endoscopy
- Actively push the Sales Promotion
- We have a system to beat Imotech
- We have a system to beat Olympus
- Image quality and i-scan make the big difference in winning deals
- Learn the key messages for i-scan...

