



Serial Information  
Age: 55-00-00      Sex: M  
Room: 1234      ID: 12345678  
Date of Birth: 10-10-45      Date: 10-10-95  
Time of Day: 10:00 AM      Time: 10:00 AM  
Referring Doctor: DR. J. D.      Referring Dept: RADIOLOGY  
Referring Unit: RADIOLOGY      Referring Unit: RADIOLOGY  
This is a patient record form.



POLAROID PHYSICIAN'S WORKSTATION INTEGRATES  
DIAGNOSTIC IMAGES AND PATIENT INFORMATION

The Polaroid Physician's Workstation is a computer-based system for managing and integrating diagnostic imaging information and patient records. A dedicated, high-resolution monitor displays digitized images acquired from electronic imaging modalities or scanners. A second monitor displays alphanumeric patient information. The Physician's Workstation can store information digitally or print images on the Polaroid Model 810 Laser Imager.

For more information:  
Jeff Seideman  
(617) 577-3796

**Press Relations**

*Polaroid Corporation  
575 Technology Square  
Cambridge, Massachusetts 02139  
(617) 577-2000*

# Polaroid

**POLAROID ANNOUNCES MEDICAL SYSTEMS GROUP  
TO DEVELOP ADVANCED IMAGING PRODUCTS**

CHICAGO, Ill.,--November 26, 1989--Polaroid Corporation announced here at the annual meeting of the Radiological Society of North America the formation of its Medical Systems group, dedicated to developing advanced imaging products for the diagnostic hardcopy and management market.

In making the announcement, Polaroid also previewed the first product developed by the new organization: the Polaroid Model 810 Laser Imager, a high-resolution printer producing black-and-white transparencies virtually indistinguishable radiologically from conventionally processed film. Additionally, the company is showing a computer-based Physician's Workstation concept for managing and integrating patient records and electronic imaging data.

(more)

"These eight business sector organizations, each with its own strategic director and marketing managers, have been given the task of not only continuing to serve their markets with the best products and services Polaroid has to offer, but of developing the organizations to better serve their markets."

"Polaroid is very proud to say that the first of these sectors to graduate to a new level of support and commitment is the medical organization," said Buckler.

Polaroid currently has a diverse medical imaging business outside the hospital-based radiology environment. Polaroid instant imaging systems are widely used for ultrasound documentation in private practice, ophthalmic imaging, close-up documentation in surgery and dermatology, electrophoresis and presentations for medical education and training.

In addition, Polaroid imaging systems are primary documentation and analysis tools in many areas of medical and scientific research.

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The Polaroid Model 810 Laser Imager utilizes proprietary new media containing no silver halide. As a result, the laser-reactive media can be handled in daylight and requires no wet chemical processing. Such features eliminate the need for a darkroom and separate processor.

The Physician's Workstation is a two-monitor system designed to streamline and automate patient image management. While written patient information is displayed on a standard monitor, diagnostic images are displayed on a dedicated high-resolution monitor. Both text and image information can be maintained and stored in digital form or images can be printed out on the Laser Imager in end-user designated groupings.

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**POLAROID ANNOUNCES MEDICAL SYSTEMS GROUP AT RSNA;  
LASER PRINTER AND WORKSTATION PREVIEWED**

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**PRESENTATION PRODUCTS SYSTEMS DEMONSTRATED**

CHICAGO, Ill.,--November 26, 1989--Polaroid Corporation announced here at the annual meeting of the Radiological Society of North America the formation of a Medical Systems group dedicated to the development of advanced imaging products for the medical community.

Previewed at the Polaroid exhibit (Booth 4530) were two works-in-progress: a non-silver halide laser printer requiring no darkroom or wet chemical processing; and an image management Physician's Workstation. A large gallery of multi-modality images generated by the laser imager is also on display. In addition, a range of presentation products for medical presenters is being demonstrated.

(more)

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**Polaroid**

**POLAROID PHYSICIAN'S WORKSTATION MANAGES  
DIAGNOSTIC IMAGES AND PATIENT INFORMATION**

CHICAGO, Ill.,--November 26, 1989--A computer-based workstation designed to mimic the way a physician interacts with a patient's diagnostic films was demonstrated as a work-in-progress by Polaroid Corporation here at the annual meeting of the Radiological Society of North America.

Called the Polaroid Physician's Workstation, the system is intended for use by the general medical community in clinics and in radiology and other diagnostic imaging areas, as well as in a physician's home. A more sophisticated version which will include color cine-loop capability is under development.

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Among the commands are those that permit the operator to rotate, zoom, reverse, window, annotate, alter the tonal range, create histograms of images, generate multi-modality displays for enhancing diagnostic convenience and print hardcopy output.

The Physician's Workstation will have a significant role as a file server and image editor for the Polaroid Model 810 Laser Imager, also previewed at RSNA. The Laser Imager produces diagnostic images virtually indistinguishable from conventionally processed films, but utilizes a proprietary imaging material that can be handled in daylight and requires no wet chemical processing.

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