

## Haag-Streit UK announce the launch of the Ellex Eye Prime

Thursday 19 September, 2019

Harlow, UK – 19<sup>th</sup>

September 2019 - [Haag-Streit UK](#) (HS-UK), the leading manufacturer and distributor of gold-standard optometry and ophthalmic equipment, is pleased to announce the launch of the [Eye Prime](#) diagnostic ultrasound system in the UK.

The Eye Prime is the next generation ultrasound solution from Ellex. It features the industry's first and only Six-Ring Phased Annular Array Technology, delivering crisp, high-definition images and optimised focal point accuracy. This transforms the view of even the finest ocular structures, enabling the clinician to view, diagnose and treat more accurately and efficiently.

Eye Prime's Six-Ring Phased Annular Array Technology transmits and receives ultrasound waves from six concentric transducers, which can be individually pulsed. This enables fine focus adjustment through a wide range of depths in 1mm increments, thereby enabling you to focus anywhere in the posterior segment and beyond.

The system delivers unparalleled levels of accuracy, flexibility and image quality. It refocuses the beam transmission at a wide range of depths, optimising the resolution at each pixel and extending the depth-of-field at each focal point, to deliver real-time, dynamic imaging.

Available modes include; 12 MHz & 18 MHz B-Scan and 35 MHz & 50 MHz UBM. Matched with Ellex's proprietary Reflex Technology platform, the ultrasound system also represents the perfect partnership for the visualisation and treatment of symptomatic floaters. In 12 MHz mode, the large aperture, localised Time Gain Compensation (TGC) settings and deep focusing all combine to ensure that visualisation of subtle targets, such as vitreous membranes and opaque collagen clusters, are presented and defined in superior detail.

In 18 MHz mode you can tailor sensitivity and resolution across posterior pathology. Exquisite detail throughout the posterior segment reveals unsurpassed imaging of the retina, optic nerve and extraocular muscle. The option of 35 MHz and 50 MHz UBM modes enables the user to choose the resolution and penetration tailored for the application - and to view the entire anterior segment with less refraction.

Jacqui Kenyon, HS-UK Product Manager, said, "We are really excited to introduce the Ellex Eye Prime to the UK market. Ultrasonography plays a critical role in diagnostic ophthalmology, and the system's breakthrough diagnostic ultrasound technology will be a huge benefit to any eyecare professional when evaluating pathology of the eye."

For more information on Eye Prime, please visit <https://hsuk.co/eyeprime>, or email [eyeprime@haag-streit-uk.com](mailto:eyeprime@haag-streit-uk.com).

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