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Ralf Georgi, CEO Gierth X-Ray International GmbH, Riesa, Germany

DID YOU KNOW

Several times a year, Ralf Georgi carries out field work at zoos and animal refuges around the world, using his X-ray generators and detectors. In 2007, he and his images helped diagnose pneumonia in Jing Jing, a female giant panda cub in China. Successfully treated, she went on to become famous as the mascot of the 2008 Beijing Summer Olympics.

Bringing the benefits of digital radiography solutions to veterinarians

Total imaging solutions make animal care imaging easy and convenient

Not that long ago, radiography for the treatment of animals lagged well behind developments in human medicine, and remained predominantly a film-based process. But throughout Europe, and certainly in Germany, that is changing fast. Gierth X-Ray International GmbH and Agfa HealthCare are partnering to play a role in that evolution, including through the implementation of complete, jointly-branded CR and DR solutions at all five of Germany's veterinary medicine schools.

CUSTOMER CASE



Solution

Gierth distributes Agfa HealthCare's comprehensive range of CR solutions meeting high standards for productivity and workflow improvement, as well as for very high image quality.



Innovative digital radiography solutions for Germany's vet schools

Gierth, located in Riesa (near Dresden), Germany, is not only a successful distributor and complete solutions provider to veterinarian practices. This company, led by CEO Ralf Georgi, also develops and builds a range of X-ray accessories (including X-ray tables and stands), creating total solutions for all veterinary needs. As a trained veterinarian, Ralf Georgi is in an ideal position to understand the needs of animal care providers, from the inside out.

Compact dimensions, lightness and portability are the hallmarks of Gierth's innovative portfolio. "Many of our customers are veterinarians working on their own. Vets have to be surgeons, internists, gynecologists, anesthetists, radiologists and more, all rolled into one," explains Mr. Georgi. "At Gierth, our mission is to make the work of these vets as easy and convenient as possible, specifically when it comes to performing imaging exams. Today, high-resolution digital systems have fully caught up in terms of image quality. What is more, they open up a wealth of new opportunities in diagnostics and digital image communications."

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Since 1999, Gierth has partnered with Agfa HealthCare, and now distributes a complete range of Agfa HealthCare digital radiography systems, typically as part of fully integrated, customized solutions. "In the scope of our partnership with Agfa HealthCare, we have supplied all five schools of veterinary medicine in Germany with complete Agfa HealthCare- and Gierth-branded radiography solutions. That alone is a great success," concludes Mr. Georgi.

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