



## **Cost Effective Visualization and Boom System Now Available For Minimally Invasive Surgery**

***CompView Medical Delivers NuBOOM S -The Industry's Only Alternative To Costly Built-in Surgical Visualization and Lighting Systems Addressing Ambulatory and Office Based Surgery Centers, Product Demonstrations At AORN Expo***

Chicago, IL, March 31, 2014— [CompView Medical](#), a leading provider of integrated audio-visual systems for healthcare environments and manufacturer of [NuBOOM®](#), the world's first all-in-one equipment manager, visualization, and ergonomic boom system, announces the [NuBOOM S](#). The NuBOOM S provides HD images to surgeons during minimally invasive surgery, while providing an equipment organizational system that removes trip hazards and clutter to improve staff and patient safety. The NuBOOM S is the third in the family of NuBOOM models, designed to meet the budgetary needs and technical requirements of ambulatory surgery centers (ASCs) and office based surgery centers (OBLs). Now the cost saving approach of a floor anchored boom system can be realized in the growing entrepreneurial surgery market.

NuBOOM has been widely adopted by hospitals worldwide as a means of cost effectively upgrading out-of-date operating rooms with modern, minimally invasive surgery visualization equipment. Previous models of the NuBOOM were developed and marketed to hospitals where a wide range of procedures and imaging technology required a one-size-fits-all product platform, capable of efficiently managing the hospital's complexities. Since ASCs and OBLs have a limited number of procedures they are authorized to perform, they typically have much less variability in the types of diagnostic imaging equipment used.

There are about 5,000 licensed hospitals that provide in-patient surgery, CompView Medical's (CMV) traditional customer base. However, ASCs and OBLs now account for almost twice the number of outpatient surgery locations with approximately 6,100 and 3,600 sites respectively. The ASC and OBL market is essentially untapped and NuBoom S will provide this segment with the standard of care they are accustomed to finding in large hospitals.

"NuBOOM has been an ideal visualization solution for our busy endoscopy unit," said Dr. Dr. Isaac Rajjman MD, FACP, AGAF, FASGE of Digestive Associates of Houston, P.A. "We have two systems installed and they provide excellent quality images and help us to minimize room turnover time. CompView's technicians accommodated our surgery schedule to avoid disruption and there was virtually no downtime associated with the installation of the NuBOOM. It has been reliable and I am very pleased with its performance."

"Our surgery clients asked us to develop a NuBoom product addressing the ASC and OBL environment with a smaller foot print, fewer monitors, lower costs, and we are tremendously

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excited to deliver such a product,” said Paul White, President of CVM. “The economics of healthcare are driving an increasing number of surgical procedures from hospitals to ASCs and OBLs and surgeons expect to have the same quality of visualization outside of the hospital. NuBOOM S provides that assurance with state-of-the-art HD images and ergonomically comfortable arms for the surgeon.”

The NuBOOM S has a suggested MSRP of \$55K USD. With installation possible in just a day, it helps customers avoid costly OR downtime due to construction. Since NuBOOM is anchored to the floor, instead of being suspended from the OR ceiling, expensive remodeling to reinforce the ceiling is avoided. Additionally, it is easily removed from a leasehold should the surgery center relocate.

If you are with the media and would like to receive a product demonstration at AORN Expo, please visit CVM’s partner, GE Healthcare, at booth #5325, McCormick Center, Chicago, IL, March 31, 2014.

**About CompView Medical:**

CVM is the manufacturer of the NuBOOM- the world's first all-in-one equipment management, visualization and ergonomic boom appliance. The NuBOOM assists hospitals desiring to retrofit out-of-date operating rooms with modern visualization technology for minimally invasive surgery. NuBOOM is installed in operating rooms in two days, minimizing disruption to OR schedules and staff. CompView Medical was founded in 2006. For more information, visit <http://www.nuboom.com>.

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