



Olympus' NBI Technology Recognized by the Japan Institute of Invention and Innovation

Narrow Band Imaging (NBI) technology was awarded the Prime Minister Prize

Center Valley, Pa., September 13, 2011 — Olympus, announces that its revolutionary Narrow Band Imaging technology has been awarded the Prime Minister Prize at the [2011 National Commendation for Invention and Innovation](#).

The Prime Minister Prize is awarded to scientists and engineers who have made original and outstanding achievements in science and technology, markedly serving the cause of prosperity for humankind.

“Being selected for the Prime Minister Prize at the 2011 National Commendation for Invention is a humbling experience and a privileged opportunity to highlight Olympus’ ongoing commitment to further technological innovation, thereby allowing physicians to enhance patient care,” said Michael C. Woodford, President and COO of Olympus Corporation.

[NBI](#) is a real-time, proprietary imaging technology developed by Olympus to enhance the surface of the gastrointestinal tract during endoscopic observation. NBI uses two preselected narrow bands within the white light spectrum known to interact predictably with human tissue. This provides enhanced visual contrast of the surface structure and fine capillary patterns of the mucous membranes, which can sometimes be difficult to distinguish using conventional, white light systems.

“We have found NBI to be an extremely beneficial addition to the tools available for endoscopic diagnosis, treatment and video observation, allowing us to see more,” stated Dr. Prateek Sharma, Professor of Medicine.

Physicians can easily toggle between regular white light endoscopy and NBI imaging at the touch of a button on the scope.

To learn more about Olympus and NBI technology visit: www.olympusamerica.com/NBI.

About Olympus

Olympus is a precision technology leader, creating innovative opto-digital solutions in healthcare, life science and consumer electronics products. Olympus works collaboratively with its customers and its affiliates worldwide to leverage R&D investment in precision technology and manufacturing processes across diverse business lines. These include:

- Gastrointestinal endoscopes, accessories, and minimally invasive surgical products;
- Advanced clinical and research microscopes;
- Industrial research, engineering, test, inspection and measuring instruments; and
- Digital cameras and voice recorders.

Olympus serves healthcare and commercial laboratory markets with integrated product solutions and financial, educational and consulting services that help customers to efficiently, reliably and more easily achieve exceptional results. Olympus develops breakthrough technologies with revolutionary product design and functionality for the consumer and professional photography markets, and also is the leader in gastrointestinal endoscopy and clinical and educational microscopes.

For more information visit www.olympusamerica.com.

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Note to Editors: high-resolution product shots comparing HD white light and HD NBI technologies are available upon request.

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