

Global Advanced Visualization Market 2020

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Abstracts

Advanced Visualization market is set to take a boom in near future. In the face of increasing diagnostic workloads across the globe, the need for Advanced Visualization (AV) solutions that enable physicians to effectively visualize and analyze examination results is rising. Backed by numerous innovations, such as discovery of combinational devices (MR/PET, CT/PET, SPECT/CT), deployment of PACS in medical imaging, and extended capabilities of software solutions, the market is envisioned to grow with a healthy CAGR during 2014-2020.

New analysis from RNCOS on Global Advanced Visualization Market 2020, finds that the market was valued at US\$ 1.5 Billion in 2014. The analyst team studied AV industry across different verticals, such as types of products & services, solutions, applications and its geographical distribution. RNCOS identified that enterprise thin client based solutions are in higher demand, owing to their extensive data storage and accurate 3D imaging capability. While medium and large organizations with an extensive post-processing workflow prefer enterprise-wide thin client-based AV solutions, smaller institutions with minimal post-processing needs are dependant to workstation-based AV solutions.

Moreover, imaging and post-processing activities is moving outside the radiology department into different specialty departments, in turn boosting the market potential of AV solutions. Clinicians are experimenting with AV tools in other segments, like studying pharmacology of the nervous system, heart, and immune system among others. The study has also unveiled that major chunk of the AV users are hospitals, where these systems are simplifying physicians effort for diagnosing chronic symptoms.

The later part of the study stresses on existing competition in the industry. Major dominating players include GE, Philips, Fujifilm, Siemens, TeraRecon, Vital Imaging, and others. The analysis is done at each player level, including its recent developments

and SWOT analysis. On the whole, the study included in the report provides detailed market overview, consolidations and industry trends, which will generate key interest in investors who are planning to enter into this segment.

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