

# 1288 HD CAMERA SYSTEM

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store

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## MARKET BACKGROUND

### **BROAD MARKET DESCRIPTION**

The 3-Chip camera market is comprised of three primary competitors: Storz in General and GYN applications, Smith & Nephew and Linvatec in Orthopedic applications and Olympus with their single chip HD cameras such as EndoEye and flexible tip laparoscope.

Stryker currently dominates the 3-Chip market, with slightly over 50% market share while Storz, Smith & Nephew, Olympus and Linvatec combined possess the other half of the market at 27%, 9%, 2% and 10% respectively. We continue to dominate this market by constantly staying ahead of our competition with innovative products.

### **PRODUCT SPECIFIC BACKGROUND INFORMATION**

The new 1288 HD 3-Chip camera features 1920x1080p resolution with wireless transmission capability and provides unsurpassed imagery, resolution and brightness in most specialties. The ability to transmit wireless 1080p resolution in the OR further separates Stryker from the competition.

HD (1280 x 1024) & HDTV (1080p and 720p) outputs allow backward compatibility with the past generations of digital capture devices, flat panels, SIDNE's and scopes. The camera console includes a touch screen LCD interface with contemporary on screen displays and audio feedback. The ergonomic camera head comes with four fully separated and completely programmable buttons. The ability to control the light source from the camera head further increases the OR efficiencies. Easy focusing ring and smooth coupler actuation continue to provide the ideal ergonomic access to the surgeon.

The Stryker HD Camera offers nine (9) Surgical Specialty selections designed to optimize visualization across most specialties. Seamless compatibility with the new IDEAL EYES scopes and the 26" HDTV monitor helps to the full resolution and sharpness potential of the 1288 camera for most specialties during your trials. The 1288 camera console comes with an optional board providing fiber optic high definition video output for integrated rooms.

## SURGICAL PROCEDURES

- There are 9 preset specialty settings for the 1288 HD camera system: Arthroscopy, Laparoscopy, Hysterescopy, Cystoscopy, Neuro/ENT, Flexible, Microscopy, Laser, and Standard.
- Specialty settings improve visualization in procedures utilizing a microscope, flexible scope and even small scopes.
- In addition to the regular camera head, the 1288 Urology and 1288 Inline camera heads are also available to accommodate some of the specialty-based needs of surgeons.

## PRODUCT INFORMATION

Stryker's 1288 HD 3-Chip® camera system offers:

- 1920 x 1080p resolution
- Wireless 1080p transmission capability
- Optimum color resolution and brightness with IDEAL EYES™ scopes
- 720p and 1280x1024 resolutions for backward compatibility
- Touch screen LCD interface
- Improved on screen display messages
- Ability to control light source from the camera head
- Fully programmable camera head buttons
- Fiber optic and DisplayPort [for future compatibility] output
- 9 specialty settings

## COMPETITORS AND COMPETITIVE PRODUCTS

The introduction of the 1288 HD 3-Chip® camera will further increase Stryker's market share in the OR. Competitors who already struggle significantly against the 1188 HD 3-Chip® camera will continue to lose market share. They will do so at a faster rate after the introduction of the 1288 HD camera because of its unique and unsurpassed 1080p resolution. The four main camera competitors have not launched a new HD camera system in 2008 and are not expected to launch a product that can compete with the 1288 HD 3-Chip® camera in the near future. Wireless 1080p capability will set Stryker apart even more due to the exclusive technology partnerships we have for the wireless transmitter and the monitor.

For detailed HD camera competitor analysis, please refer to GlobalSource to access the competitor analysis documents.

## TIPS FOR SUCCESSFUL TRIALS

### Before the Trial:

1. Make sure that your IDEAL EYES™ sample scopes are in good condition. IDEAL EYES™ scopes will maximize the resolution and clarity perceived from the 1288 HD 3-Chip® camera.
2. Make sure your sample L9000 LED light source is in good condition
3. Make sure the correct light post adaptors are packed with your scope trays.
4. Get new regular or SafeLight™ light cords.
5. Wire up your tower and ensure that your 1288 CCU is set to 1080p mode. Note that the factory default is 1080p.
6. If your customer is not going to upgrade their SDC Ultra, make sure to set the camera to 720p output for compatibility with the recorder.
7. If your customer sterilizes the camera head and coupler together, make sure the coupler is as tight as possible on the camera head. Note that 1288 camera head and coupler are not steam (autoclave) sterilizable.

### During the Trial:

1. Set your monitors to V fill mode.
2. Adjust your monitor settings to (Laparoscopy) (Red 8) (Green 0) ( Blue 2) (Gamma S0).
3. The 1288 coupler is a 20mm coupler to optimize the viewing area of the native 16x9 ccDs, however you can use the 1188 24mm coupler where needed for larger circle sizes on the monitor.
4. Make sure your surgeon realizes the increased depth of focus, improved light distribution and increased edge to edge clarity of the picture during the surgery.
5. Highlight to your surgeon that camera head buttons are fully programmable including the control of the L9000 light source(Run/Standby only)

## TROUBLESHOOTING TIPS

1. How can I eliminate the black bars from top and bottom of the HDTV monitor?
  - Change the monitor fill ratio to V-Fill
2. How do I program the camera head buttons?
  - Go to the CCU internal menu by pressing the MENU button for 5 seconds.
  - Go to Options to program the camera head buttons
3. How can I make the image circle bigger to reduce the unused space on the monitor?
  - You can use a 24mm coupler
  - You can zoom in
4. The colors on the monitor don't look accurate. How can I adjust them?
  - Go to the monitor settings and adjust Red Green Blue and Gamma values until the colors look right to you and the surgeon.
  - If the solution above does not work, go to the internal menu of the CCU and change the R and B gain.

## PART NUMBERS AND PRICING

	<b>PART NUMBER</b>	<b>LIST PRICE</b>	<b>FLOOR</b>
1288 CCU	1288-010-000	\$23,000	\$11,000
1288 Reg. CH w/ C	1288-210-122	\$24,000	\$11,000
1288 Inline CH w/ C	1288-710-122	\$24,000	\$11,000
1288 Uro CH	1288-310-130	\$27,500	\$12,000
1288 Coupler	1288-020-122	\$2,000	\$1,000
1288 Ext Cab	1288-000-020	\$3,000	\$1,250