Michael Friebe's annual ECR report

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**An editorial by Dr. Michael Friebe**

Arrived Friday morning to a snowy and cold Vienna, left Saturday morning with 16,000 steps on the exhibition floor. First impressions were: ECR boasts now many NEW introductions ahead of RSNA, AI probably the most hyped marketing word and shown for ultrasound, CT, and MR... and there were many more Americans present than ever before.

Michael Friebe

Particularly the last point leaves some room for interesting discussions about recent political events. But back to Radiology and Europe. RSNA was filled with AI, radiomics, machine learning, deep learning ... and at ECR the large OEM's showed it in combination with their imaging equipment already available to the user.
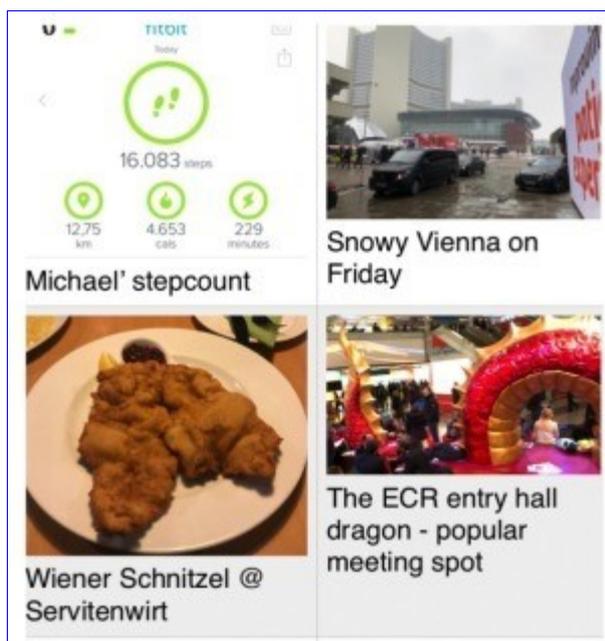
We also work with AI algorithms at my university chair and let me tell you once you understand the basics behind the AI application it really is only a program. The current AI available is still limited to specific narrow applications, but the integration of these individual solutions to a more comprehensive one will be the next major development step.

And all these implementations will need to go in parallel with changes in delivery, workflow, and reimbursement ... which I believe will be the more difficult part, especially in the developed world filled with regulations and lobby concerns.

But it is still amazing what can be done and can be done in relatively short development times with AI and embedded technologies ... some people only see the possible negative effects (which do exist!) ... I mainly see the opportunities and the positive effects on global healthcare delivery.

New products were shown as well - my highlights were the new LOGIQ E10 high-end ultrasound from GE Healthcare and the fully digital 3T MR from Philips.

Flying back now with a two-hour delay ... but with improved weather!

See you at RSNA!

world NEW - Philips 3T ELITION

GE booth at 09:00

CANON ex TOSHIBA

Dry-run in the morning

Will artificial intelligen sell more CT systems?

It is already becoming clear that artificial intelligence (A) part to play in the future of medical imaging. However, impact of AI on the commercial market for medical ima If we take the case of CT, a multi-billion-Euro hardware market, will AI drive greater demand for systems, or les at a few of the trends shaping the direction of the CT a how AI will play a role.

Interesting question raised in the ECR magazine?

Hitachi CT labelled Fuji - Why?