

Canfield Imaging Systems Stays at Forefront of Medical Imaging

By Bob Kronemyer, Associate Editor

The story of Canfield Imaging Systems (Fairfield, N.J.), can be summed up in one word: innovation. From the very beginning, the company has consistently introduced medical imaging products to keep them at the forefront of the industry. For example, one of its earliest products, the Twin Flash, solved the dual challenges of balanced illumination and precise exposure control in close-up photography.

Then, as now, product design was strongly influenced by the company's extensive experience in providing photo documentation support for clinical trials. "Canfield was quick to see the possibilities presented by the rapid advance of digital photography. Before long our product portfolio included medical imaging software, image analysis and digital capture solutions," noted Jim Larkey, director of product management at Canfield. "These products put high-quality photography within the reach of any medical practice. Thus Canfield soon emerged as a global leader in clinical imaging products."



The Vectra III 3D system with Sculptor software enables photo-realistic aesthetic simulations

The introduction of the VISIA Complexion Analysis System in 2003 was a pivotal event, not only for Canfield, but for aesthetic medical imaging as a whole. This commercially available product enabled skincare professionals to apply powerful analytic digital imaging tools to the client consultation process. "With its intuitive graphical user interface and sleek, sculpted design, VISIA set a standard for both ease-of-use and clinical imaging power," Mr. Larkey added.

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Today's VISIA incorporates three lighting modes, analyzes eight different skin features, provides aging simulation, as well as customized product recommendations and enables three-dimensional (3D) viewing of the skin's surface.

"Like many successful products, VISIA has spawned a number of imitators and look-alikes," Mr. Larkey noted. "However, we decided early on to be leaders, not followers. As a leader, there will always be others traveling in your wake, but when you're committed to innovation, as we are; you're always one step ahead."

Staying one step ahead of the competition has produced some remarkable results. "This past year has seen significant upgrades across the board in the company's clinical imaging product lines," Mr. Larkey pointed out.

Innovation has also enabled Canfield to maintain an edge in value as well as technology. "With high image quality, precision analysis and outstanding customer experience, VISIA offers an outstanding value proposition."

"Perhaps the most stunning advances have been in the 3D imaging line, with an entirely new hardware platform and two new software modules following each other in rapid succession," Mr. Larkey conveyed. "With the products we're bringing to market, aesthetic and reconstructive medical professionals increasingly realize the opportunities that three-dimensional surface imaging brings to their practices."

Based on high-resolution 3D capture from the Vectra III imaging system, Breast Sculptor and Face Sculptor software enable plastic surgeons to realistically simulate a wide-range of surgical and non-surgical procedures. These include breast augmentation, rhinoplasty, chin augmentation and facial rejuvenation, "with more on the way," Mr. Larkey said. "For any physician who's had to rely on photo albums or other antiquated methods, this technology is a major transformation."

With Sculptor 3D, patients can preview the expected results of aesthetic procedures (including surgical options) in the comfort of their physician's consultation room. "Our technology enables a level of visual communication unprecedented in the history of aesthetic medicine," Mr. Larkey concluded. "This kind of innovation is good not only for the company; it's good for physicians and their patients."