

DIS Consulting Corporation

Publishing syndicated market research surveys in media technology markets since 1982

Medical Video World™2007

*MVW™2007 will be published in September 2008
20% Front-end Discount Prices Available Thru April, 2008*

Survey Description

Overview:

Medical Video World™ 2007 is the first GLOBAL survey of medical video equipment. It is the most comprehensive syndicated market research survey to date regarding these products globally. In all, three sub-markets of professional video end-users will be surveyed, census style in this first-ever, and global 'bottoms-up' effort.

Medical communications and imaging is undergoing a period of radical change. The shift from SD to HD is fueling a great deal of this change. In addition, digital storage of medical records, often with test illustrations, high speed file sharing, and remote testing are also changing and hopefully improving medical services delivery.

Survey Covers Seven Genre of Professional Medical Equipment, including:

- Digital Video Printers
- Endoscopic Camera Systems
- Image Storage Systems
- Media Serversⁱ
- Tape, Disk & other Media
- TV Cameras and Camcorders
- Video Displays
- Video Recorders/Players (Tape & Disk)

Markets:

Three sub-markets of professional medical video end-users are surveyed, globally:

- Teaching Hospitals
- Medical and Pharmaceutical Research Facilities
- Physicians' Offices & Clinics

As far as product and market coverage, the survey and general reporting is centered on the number of units owned and/or installed, 2007 purchases, and any plans to purchase additional medical video equipment in 2008. From this information we create a 5-year forecast of all sales for your added convenience. In September 2008, we will publish a comprehensive report, showing all results in Total (all sub-markets) and one report for each of the four major geographic regions. A new data collection method, via a website, augmented by traditional direct mail hard copy questionnaire distribution is used.

ⁱ Other product genres may be added if wished so by the client.

Deliverables:

Sponsors receive a CD-ROM copy of the survey results for those regions they have purchased and/or for the global totals if they have sponsored the survey globally. Our new reporting style features additional analysis, more section summaries and less pages of unwanted detail. We also provide a “leaders’ summary” that is quick and easy to read especially intended for senior executives.

Sampling Plan

The Market, Universe Size and Response Levels Sought (600)

This benchmark survey will cover four global regions:

- USA
- EMEA (Europe, Middle East, and Africa)
- Asia-Pacific and the
- Americas

This sampling plan is designed to resemble manufacturer’s sales territories—for activity among,

- Teaching Hospitals
- Medical Research Facilities and
- Physician’s Offices & Clinics

Sampling plan is shown below with an estimated total universe size in the number of sites and responses to the trends and products questions of the study from which projections are made.

SAMPLING PLAN

Vertical Markets	United States	EMEA	Americas	Asia-Pacific	Total Number of 2007 Responses Anticipated*
Teaching Hospitals	65	65	25	45	200
Medical Research Facilities	65	65	25	45	200
Physician’s Offices & Clinics	65	65	25	45	200
Total End-User Markets	195	195	75	135	600

(* s = the number of anticipated responses sought) * estimated

DIS Multi-client Studies

Overall Design:

The design of *Medical Video World™ 2007* is based on other benchmark surveys, and 37 years of experience that Douglas I. Sheer, DIS Consulting Corporation's CEO, has had in a variety of marketing, publishing, advertising, consulting and research positions and, on the 25-year record his firm DIS Consulting Corporation has had in conducting custom, large-scale multi-client and proprietary end-user and dealer market research in professional imaging and communications in the United States and Europe since 1982. In all, Sheer and his firm have served more than 1,100 industry clients.

Other recent multi-client studies include: *Broadcast Servers World™ 2007*, *Video Editing World™ 2007*, *Video Graphics World™ 2007*, and *Video Switchers World™ 2007*. Another study, *Professional Camcorders World™ 2006* was published earlier this year. DIS Consulting Corporation also conducts numerous custom projects each year and publishes 18 global reports annually.

Staff Experience:

DIS Consulting Corporation maintains five regular staff and utilizes a project staff of five others on its syndicated projects. This core research group is augmented by use of other freelancers, as appropriate, for the individual projects undertaken.

Method Used

Our Mixed-method:

The syndicated multi-client research methodology used by DIS Consulting Corporation features a combination of a classical direct mail self-completion interviewing technique, where respondents fill out a pre-coded booklet-questionnaire, with a C. A. T. I. Telephone interviewing technique, as well as data collection via an on-line website.

The installed base is taken, census style, and 12 months past purchases and plans to purchase over the next 12 months are also gathered. Other sections have questions on media and shows, equipment budgets, purchase authority, brand image, staffing and technological trends.

Incentives:

Survey respondents receive a *Medical Video World™ 2007* end-user report for their help, which we estimate to be worth at least \$650 USD to them.

Clients Provide Inputs to Questionnaire and Report Format and Design:

The questionnaire is designed to inventory installed brands and models, and stations, by product category. Data entry and computer tabulation is then done using a network of personal computers running the proprietary tabulation program. Microsoft Excel™ is used for the spreadsheets (tabs) and analysis is written in MS Word. A variety of color charts and graphs are provided, taken directly from the Excel spreadsheets. At the end of the project, clients receive a CD-ROM of all the data.

List Source

Sample Frame and Lists Sourced:

The *Medical Video World™2007* project will use a list sourced primarily from the American Medical Association, European Medical Association, and the World Medical Association, as well as similar societies and national or regional list bases, globally. These lists will be augmented by yellow pages and other sources such as IBC and NAB medical listings.

Avoiding Duplication:

Every effort has been made to avoid overlap and duplication in the lists utilized. A merge/purge program gets run to sort and be sure that only one questionnaire per targeted name is mailed. Top ranked firms are targeted.

Lists by Regions and Markets

Markets	USA	Europe/ME/Africa	Asia	
Americas				
Teaching Hospitals	AMA/NAB/SMPTE	EMA/NAB/IBC/Kemps	WMA/BA/IBC	
NAB/IBC			SET/Caper/NAB	
Research Facilities	AMA/NAB/SMPTE	EMA/NAB/IBC/Kemps	WMA/BA/IBC	WMA
			SET/Caper/NAB	
Physician's Offices & Clinics	AMA/NAB/SMPTE	EMA/NAB/IBC/Kemp	WMA/BA/IBC	WMA
			SET/Caper/NAB	

Report Table of Contents

FRONT MATTER

Cover & Spines
Introduction & Methodology
Staff Roles & Biographies
Executive Summary
Industry Forecast

GENERAL REPORT

Type and size of operation
Leading applications, including:

- Documentation/observation
- News/communications
- Training
- Patient education
- Testing and
- Distance diagnosis

Type of Telemedicine, Surgical Observation
Budget size
Budget increasing, decreasing or staying the same (2007/2008)
Revenues
Revenues increasing, decreasing, or staying the same (2007/2008)
Number of employees
Number of staff having access to Medical Video Imaging
Extent of purchase authority
Type of facility

TECH TRENDS

Type of recording and storage utilized
Maximum recording and storage capacity
Departments responsible for equipment
Workflow patterns
Compression use
Computer platforms used (disk vs. tape or other)
Year of first medical video purchase
Year of latest medical video purchase
Use of Fiber Channel, Ethernet or SCSI
Problems such as crashes and firewalls
Summary of key features of audio gear
Number of audio channels now used
Number of audio channels planned
Automation software used
Other systems that audio systems integrate with

MAGAZINES AND TRADE SHOWS

Trade magazines read and preferred
Single most valued

MARKETS

Three sub-markets of medical equipment end-users will be surveyed, globally, including:

- Teaching Hospitals
- Medical Research Facilities,
- Physician's Offices & Clinics,

PRODUCT REPORT

Seven Medical Video Equipment Genres, including:

- Digital Video Printers
- Endoscopic Camera Systems
- Storage Systems
- Tape & Media
- TV Cameras/ Camcorders
- Video Displays (CRT, LCD, & Plasma)
- Video Recorders/Players (Tape & Disk)

By vertical market and region

Number of units owned (installed)
Number of units by brand, model, type or series
Value in dollars
Number of units purchased in 2007
Value in dollars
Number of units planned for 2008
Value in dollars
Longer term sales prospects—Five-year Forecast

BRAND IMAGE REPORT – By Genres

General criteria for Brand Image Rankings
Image rankings of major brands of servers including:
For: a) Price, b) Quality, c) Reliability and d) After-sales-service

Brands to be included (but not be limited to):

Eastern Kodak, Canon, Fujinon, Sony, JVC, Panasonic, Philips, Sharp, Nikon, Thomson, Polaroid, Perkins, MedCon, Medical Dynamics, Vela, Zolic, Spacelabs, Circon, GE, NEC, Toshiba, Ikegami, Minolta, Siemens, Hewlett Packard, Pentax, Mitsubishi, Olympus, Stryker, Storz, Medtronic, Dyonics, Barco, Vela, Global Media, DaVinci, DVS, VBrick and others.

(See the questionnaire in Brand Image and in product genre sections to locate brands by name)

Trade shows attended and planned Single most valued	
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Format of Reporting Data

Summary tables, color Excel charts, graphs and a written summary sections show both quantitative and qualitative results in each section or product category and are prepared using Microsoft Word™ 6.0, and Excel™ 7.0. The tables showing full corporate results and regional information for all questions asked are also provided. The report is also on a computer disc. There are three types of reports available:

1. Product Report

Seven Distinct Medical Video products:

- Digital Video Printers
- Endoscopic Camera Systems
- Storage Systems
- Tape, Disk & Other Media
- TV Cameras/ Camcorders
- Video Displays
- Video Recorders/Players (Tape & Disk)

2. General Marketing & Media Report

- Trends relating to the overall state-of-the industry
- Equipment budgets and buying habits
- Demographics
- New technologies, applications and trends
- Applications
- Trade magazine readership and trade show attendance and preference

3. Brand Image Report

- Brand image ratings for pre-field, front-end sponsors only (all leading brands)
- Designed to assist companies identify and leverage market positioning, and brand share
- Key marketing performance attributes including: product reliability, after-sales service, pricing, quality
- Ratings compared by brand, and in each factor, as well as by overall composite brand image. All charts also show the industry average.

Pricing & Terms:

Pricing is based on the number of product categories and regions required. However, we urge you to purchase all product categories and regions. The General Marketing & Media Report, as well as Brand Image Report is included with a purchase of five or more product category reports. Pre-publication

sponsor prices are lower than post publication prices (November 2007 and beyond). Consult us for Package and Custom Cross Tabulation Pricing.

Medical Video World™ 2007 The first Global survey	Pre- Publication Prices	Post- Publication Prices
Report Type*	Orders <u>By</u> April, 2008 (- 20% Discounted)	Orders <u>After</u> Publication September, 2008
• Global ALL regions – all product genres (Global FULL Sponsorship)	\$9,950 <u>FULL</u> <u>GLOBAL</u>	\$12,000 <u>FULL</u> <u>GLOBAL</u>
<i>If you would like to purchase specific products and regions, please consult us for detail</i>		
<i>The following sections are FREE with the above package OR available a la carte at the rates illustrated below</i>		
Global Brand Image Report	\$3,495	\$4,194
Single Region Brand Image Report	\$2,495	\$2,994
Global Trade Media & Shows Sections	\$3,495	\$4,194
Regional Trade Media & Shows Sections	\$2,495	\$2,994

* General Report is FREE with orders of 5 or more products

** Brand Image Report is FREE to sponsors of 5 or more products

Terms are that the down payment of fifty-percent (50%) of the fee is due on subscription (sponsorship) with our invoice and the remaining fifty-percent (50%) payment on our delivery of the report(s) to you. All payments must be made in US Dollars and when made from foreign countries are to be made by bank wire transfer. In the U. S. a USD funds check is acceptable.

DIS Consulting Corporation **FAXFORM**
Medical Video World™ 2007

TO: Douglas I. Sheer	DIS Consulting Corporation	FAX: 212-213-6876
FROM:	COMPANY:	TITLE:
_____	_____	_____
TEL:	FAX:	EMAIL:
_____	_____	_____
_____	_____	_____

I want to order *Medical Video World™ 2007* -- with the following Regions, Product Genre or Sections:

USA Report	[]
EMEA Report	[]
Asia-Pacific Report	[]
Americas Report	[]
Full GLOBAL Report	[]
TV Cameras/ Camcorders	
Video Displays	[]
Video Recorders/Players (Tape & Disk)	[]
Endoscopic Camera Systems	[]
Digital Video Printers	[]
Tape & Media	[]
Storage Systems	[]

⇒ Invoice me and ship the above []	Signature: _____
⇒ Contact me []	Date: _____
⇒ Send me more information []	Specify: _____

Fax this completed form to (212) 213-6876

Thank you!