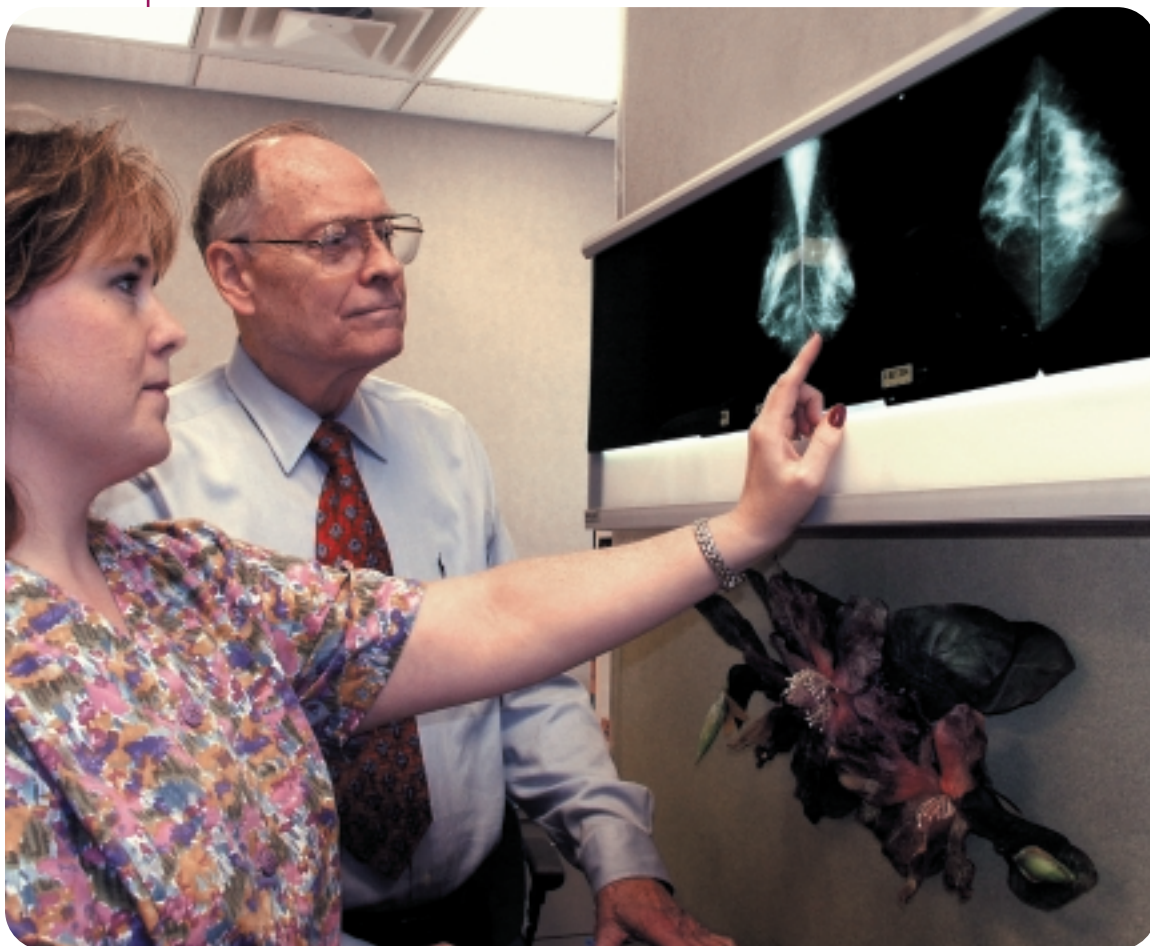


# KODAK MIN-R EV SCREEN-FILM SYSTEM

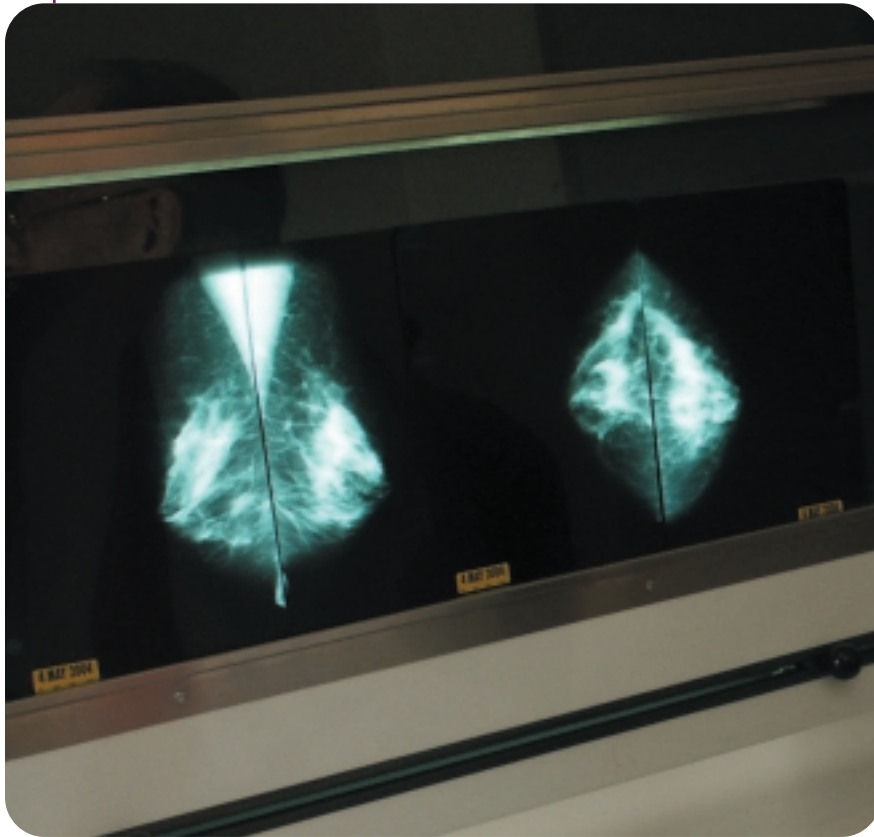


KODAK MIN-R-EV Screen-Film System  
Provides Dramatic Improvement in  
Visualization of Breast Tissue

HEALTH IMAGING  
A Better View of Life.



# KODAK MIN-R EV SCREEN-FILM SYSTEM



Leading radiologists across the country agree that the new KODAK MIN-R EV Screen-Film System provides enhanced visualization (EV) of subtle abnormalities in breast tissue.

This enhanced visualization is a result of delivering higher contrast, sharper detail and wider exposure latitude than the KODAK MIN-R 2000 Film System, widely considered to be the accepted standard for mammography imaging.

KODAK MIN-R EV film contains a new asymmetric emulsion that simultaneously provides high contrast and wide exposure latitude, resulting in optimal exposure of glandular tissue without contrast loss in fatty areas and the breast periphery. This capability produces improved imaging of all areas of the breast in a single exposure. Unique emulsion characteristics and improved screens enhance contrast and visualization in glandular tissue for a higher level of detail. These enhancements also help reveal faint, small objects such as microcalcifications.

"In comparing current mammograms with previous mammograms on the same patients, our radiologists see greater contrast and detail in mid-density and high-density areas of the breast, where visualization has traditionally been more difficult."

**CHRISTINE WATT, M.D. AND  
WENDE LOGAN-YOUNG, M.D.:  
ENHANCED DIAGNOSTIC CONFIDENCE**

"KODAK MIN-R 2000 film provides excellent image quality, but this new film is a dramatic improvement," notes Christine Watt, M.D., radiologist at Grosse Pointe Physicians X-Ray Center of Grosse Pointe Woods, Michigan. "Because the KODAK MIN-R EV Screen-Film System provides exceptional contrast and detail, I am able to detect tiny abnormalities and fine speculations, even in dense breast tissue."

Dr. Watt reports that radiologists at her facility are detecting more lesions and seeing greater detail throughout the breast with the new MIN-R EV film. "Our radiologists report that they have enhanced diagnostic confidence because we are seeing clinically significant anatomy in all areas of the breast. And in dense breasts, this enhanced visualization is especially significant because there is virtually no burnout of subcutaneous tissue."

Wende Logan-Young, M.D., founder of The Elizabeth Wende Breast Clinic, in Rochester, N.Y., tested the KODAK MIN-R EV Screen-Film System prior to its release and subsequently converted to the new system.

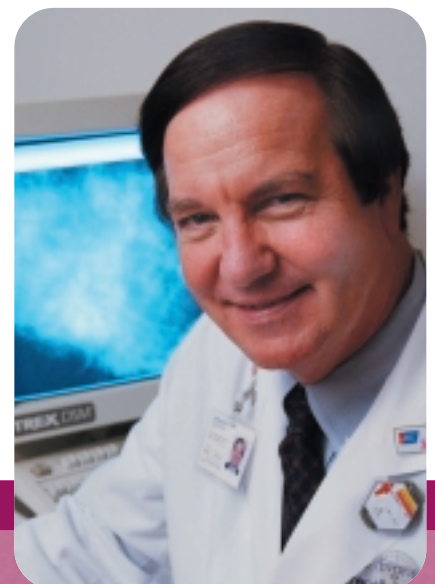
"With the MIN-R EV system, I am able to detect irregularly outlined tissue and calcifications more easily and see greater detail in high-density areas," Dr. Logan-Young reports. "In comparing current mammograms with previous mammograms on the same patients, our radiologists see greater contrast and detail in mid-density and high-density areas of the breast, where visualization has traditionally been more difficult," she says.



*Dr. Logan-Young, founder of the Elizabeth Wende Breast Clinic in Rochester, NY.*

**PHIL EVANS, M.D.:  
FASTER SCREEN-FILM SYSTEM  
ACHIEVES LOWER DOSE, LESS MOTION BLUR**

The MIN-R EV Screen-Film System includes newly designed intensifying screens that provide enhanced sharpness and better scratch resistance. The new system is available in speeds of 150 and 190. Many radiologists, including Phil Evans, M.D., Director of Center for Breast Care at UT Southwestern Medical Center in Dallas, Texas, prefer the higher speed system because it enhances visualization of important diagnostic details and reduces patient dose. Radiologists report that the 190-speed MIN-R EV Screen-Film System is faster than the KODAK MIN-R 2000 system. "We use the 190 speed system because the shorter exposure reduces likelihood of motion blur and the lower dose improves patient care. The speed, combined with the film's higher contrast and enhanced visualization of microcalcifications, makes KODAK MIN-R EV film a striking improvement to KODAK MIN-R 2000 film," Dr. Evans reports.



*Phil Evans, M.D.,  
Director of Center for  
Breast Care at UT  
Southwestern Medical  
Center in Dallas, Texas*



Dr. Hixson reading MIN-R EV images.

"I believe that KODAK MIN-R EV Film is helping me find smaller cancers, especially in denser breasts."

World Leader in  
Mammography Imaging

## GORDON L. HIXSON, M.D.: EARLIER DETECTION OF SMALLER CANCERS POSSIBLE

"The new MIN-R EV Film is a remarkable achievement," explains Gordon L. Hixson, M.D., Director of Radiology at Women's Diagnostic Center in Chattanooga, Tenn. Dr. Hixson is the developer of compression devices for diagnostic and screening mammography.

"With the new film, significantly higher contrast is produced in dense breast tissue without overexposing other areas of the breast. This should permit earlier detection of small cancers in dense breasts where cancers are more likely to be missed," according to Dr. Hixson.

A study of 27,825 patients reported in the October 2002 issue of *Radiology* showed that mammography missed only 2 percent of cancers in fatty breasts but missed up to 36 percent of cancers in moderately dense breasts and up to 52 percent in extremely dense breasts.

Dr. Hixson reports that KODAK MIN-R EV film is addressing the challenges of cancer detection in denser breasts.

"I believe that KODAK MIN-R EV film is helping me find smaller cancers, especially in denser breasts. In addition, the improved image quality has reduced the time required for interpretations, and I am now calling fewer patients back for supplemental imaging," he notes.

For more information on the new  
KODAK MIN-R EV Screen-Film System,  
please call

1-800-TO-KODAK ext. 626

or visit

[www.kodak.com/go/mammo](http://www.kodak.com/go/mammo)

HEALTH IMAGING  
A Better View of Life.

