



Double-Digit Growth Expected for Surgical Camera Market

Published: June 15, 2010

Market Will Triple for Integrated Operating Rooms by 2016

VANCOUVER, June 15 /PRNewswire/ - According to a new report by iData Research (www.idataresearch.net), the leading global authority in medical device and pharmaceutical market research, the overall U.S. video, high-tech and integrated operating room (OR) equipment market was worth \$1.49 billion in 2009. This market, which experienced a strong decline during the economic recession, is expected to recover, exceeding \$2 billion by 2016. The shift towards high-definition (HD) cameras and displays, improved OR efficiency and increasing surgical volumes will drive the market, particularly in the integrated OR and surgical camera segments.

A fully integrated OR is defined by a central control system that processes information from video and other data-sources. Integrated ORs optimize the use of time, space, information and expertise for faster turn-around times and fewer errors.

"The increasing number of surgical procedures is creating demand for increased OR efficiency through integration," says Dr. Kamran Zamanian, CEO of iData. "By 2016, more than 50% of all operating rooms in the U.S. will be integrated ORs."

The report also states that the endoscopic surgical camera market will see strong growth due to increasing adoption of HD technology.

"Market growth peaked in 2008 due to the U.S. release of new HD cameras by several competitors such as Karl Storz, ConMed, Smith&Nephew and Richard Wolf," says Dr. Zamanian. "The market subsequently saw a drop in unit sales as a result of the economic recession but is expected to recover by 2011 due to the entrance of new competitors and the advancement of minimally-invasive surgical procedures that require HD cameras."

iData's global 3-report series on the "Markets for Video, High-Tech and Integrated OR Equipment 2010" covers surgical lighting, tables, headlights, displays and microscopes, insufflation-devices, endoscopic surgical cameras, light sources, PACS monitors, medical printers and digital-image capture devices. The reports also provide detailed competitive analyses on leading companies such as Carl Zeiss, Karl Storz, Stryker (NYSE: SYK) and Skytron, among others.

For more information, register free on iData's website at:
<http://www.idataresearch.net/idata/registration.php>

Today's Headlines Daily E-Mail

Sign up for a roundup of the day's top stories, sent every morning.

[See Sample](#) | [Privacy Policy](#)



Complete coverage of the World Cup

- ALSO IN SPORTS »
- The U.S. surprises England
 - The complete World Cup schedule

nytimes.com

SPORTS

TRADER DESK

About iData Research

iData Research (www.idataresearch.net/idata/discoveridata.php) is an international market research and consulting group focused on providing market intelligence for medical device and pharmaceutical companies. iData covers research in: video, high-tech, IGS, PACS, MIS, endoscopy, pharmaceuticals and more.

SOURCE iData Research Inc.

More Press Releases

[Stryker Facilities Earn LEED® Certifications](#)

June 14, 2010 - PR Newswire

[Stryker to Present at Investor Conferences](#)

June 9, 2010 - PR Newswire

[Stryker Announces Resolution of Two FDA Warning Letters](#)

May 19, 2010 - PR Newswire

RELATED ADS

[what are related ads?](#)

- » [Implants](#)
- » [Orthopedic Doc](#)
- » [Dental Instruments](#)
- » [Medical Instruments](#)
- » [Breg Medical](#)