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Stryker, Karl Storz, Steris Fuel Revenue Growth with Integrated OR and Surgical Camera Sales Amid Growing Competition

Olympus, Sony Expected to Battle for Dominance of Upcoming 3D Surgical Display Market

VANCOUVER, Nov. 1, 2011 /PRNewswire/ - According to a new report by iData Research (www.idataresearch.net), the leading global authority in medical device market research, the U.S. video, high-tech and integrated operating room (OR) market was valued at over \$1.7 billion in 2011. The market is expected to rebound from the economic recession, growing to over \$2.3 billion in annual sales by 2018, due to increased OR integration, which will further fuel sales of related equipment such as image-capture devices and high-definition surgical cameras. In addition, the increased popularity of minimally invasive surgical procedures (MIS) is fueling sales of booms, displays and PACS monitors.

"In 2011, MIS procedures increased significantly," says Dr. Kamran Zamanian, CEO of iData. "This is fueling demand for integrated OR systems and related equipment. In addition, new market entrants such as Black Diamond Video and Skytron are expected to gain market share and push down prices in an industry dominated by Stryker, Karl Storz and Steris."

The report states that in 2011, 21% of all ORs were fully or partially integrated and this is expected to almost double by 2018. The level of integration is also expected to increase, as new technology is developed and greater efficiency is demanded particularly in general endoscopy suites, which were the fastest-growing area of integration in 2011. In addition, the growing number of U.S. endoscopic procedures is fueling sales of high-definition surgical cameras from Stryker, Karl Storz, Conmed and Smith & Nephew, which collectively control over 90% of this segment.

"OR integration is also expected to fuel adoption of new 3-dimensional surgical displays," says Dr. Zamanian. "Competition

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between Olympus and Sony is expected to intensify as these new products gain FDA approval and enter the marketplace."

For more information, register **free** on iData's website at:

<http://www.idataresearch.net/idata/registration.php>

iData's U.S., European and Japanese report series on: "*Markets for Video, High-Tech and Integrated OR*" provide the latest data, market analyses and competitor profiles and forecasts.

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, dental and pharmaceutical companies. iData covers research in: IGS, MIS, endoscopy and more.

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