<HOSPITAL LOGO>

CONTACT: <HOSPITAL NAME>

<CONTACT NAME>

<ORGANIZATION>

<PHONE>

<EMAIL>

*For immediate release*

**MAGNETOM Altea 1.5T MRI NOW AVAILABLE AT**<INSERT HOSPITAL NAME>

*MAGNETOM Altea1.5T MRI is uniquely designed to deliver the best of both worlds: exceptional image quality for physicians and a comfortable experience for patients.*

<INSERT CITY, STATE, DATE> – An industry-leading MRI scanner is empowering physicians and improving the patient experience at <INSERT HOSPITAL NAME>.

“We wanted to find the best of both worlds,” says [Hospital Spokesperson]. On one hand, we were looking for the MRI scanner that delivered the best possible images. On the other, we wanted our patients to have the best possible experience. MAGNETOM Altea really brought it all together for us.”

The system, called MAGNETOM Altea, features BioMatrix Technology and accommodates patients’ anatomical and physiological differences as well as technologist differences. These factors help decrease the need for rescans and increase scan consistency across a diverse patient population.

BioMatrix Sensors save setup time and inform the correct exam strategy.    
   
Additionally, BioMatrix Tuners improve the quality and reproducibility of head, neck, and spine imaging using distortion-mitigating software and hardware. BioMatrix Interfaces utilize artificial intelligence and body models to expedite patient positioning and deliver consistent, reproducible results.    
   
Consequently, MAGNETOM Altea helps healthcare providers perform a full range of routine and complex MRI exams, while accelerating workflows and delivering consistent results across all patient types.

Diverse patients are also accommodated with a 70-cm bore, while ultra-lightweight, anatomy-adaptive coils improve patient comfort while delivering high signal-to-noise ratio with up to 204 RF channels.   
  
<Hospital Spokesperson>>: “By delivering unmatched levels of automation and personalization that address patient and user variability, we enable customers to achieve high-quality imaging – consistently and efficiently – across all patients and procedures.”

The result of all this? Fast, precise and consistent results – and a better patient experience – across a diverse patient population.

**Trusted by our doctors. Preferred by our patients.**

This is MRI at <Facility Name>

ABOUT US

<Insert facility boilerplate>

<Facility contact information>