

Xstrahl News: November 2010

Xstrahl makes a splash at ASTRO

This month saw Xstrahl exhibit at the international ASTRO (American Society for Radiation Oncology) conference in San Diego, where the industry had an opportunity to see Xstrahl's SARRP therapy and research platform up close.

The conference also saw the launch of **Imperium, a new controller** for Xstrahl's radiotherapy machines. Imperium provides users of Xstrahl's systems with an advanced, easy-to-use clinical interface designed to help healthcare professionals streamline the administrative aspects of patient care.

Xstrahl used the conference as an opportunity to exhibit their **groundbreaking SARRP** Research Platform, and this proved to be of interest to many of the conference attendees. Adrian Treverton, Sales and Marketing Director said: "We had an excellent response at ASTRO with large numbers of visitors interested in seeing the SARRP platform and hearing how it can **support translational radiotherapy research**. The launch of Imperium was also very well received, and initial feedback indicates that this is going to add real value to users of Xstrahl's systems."

Martin Robinson, Managing Director of Xstrahl added: "2010 has been a very important year for Xstrahl. Having renamed the company and broadened our focus, ASTRO gave us an opportunity to see how the change had been perceived by our customers and collaborators. The feedback was very positive, with both SARRP and the launch of Imperium reinforcing our position as the leading designer and manufacturer of x-ray therapy systems for use in cancer treatment and research."