



## **NEW DEALERS**

### **New Dealer Story: American Medical Sales, Inc. Expands Its National Distribution** 01/26/07

PACS provider American Medical Sales, Inc. of Hawthorne, California, has entered into strategic partnerships to expand its North American distribution of its Catella® line of PACS products.

The group reported that it has signed on as new dealers American Medical Systems (no affiliation) of Livonia, Michigan and Ozark Imaging of Fayetteville, Arkansas. Both are radiology-based specialty companies that will be marketing AMS' Catella PACS systems, including Catella Archives, Catella Workstations and Web distribution software, Catella Film Digitizers, Catella Automated CD Burners, and other related PACS products.

“Our concept of affordable, supportable and expandable PACS platforms are filling the needs of our traditional distribution channels as the digital market continues to heat up,” says Greg Perry, Vice President of Sales & Marketing at AMS. “Starting at \$11,950 for our full solution, PACS-in-a-BOX™ systems and moving to our MIDAS™ mid-line products, we are giving our customers ideal solutions for their expanding markets.”

PACS-in-a-BOX is AMS' name for three all-in-one PACS solutions for users ranging from small private practices to mid-sized clinics and imaging centers. With our larger MIDAS PACS systems, WEB and LAN distribution, CD recording and color labeling are all included in solutions that come with an initial archive capable of storing up to 700,000 14" x 17" digital images. “We call MIDAS our *‘just add water’* PACS solution because the only thing our users need to decide is the number of diagnostic workstations they need,” explained Perry.

*About AMS and Catella®:* American Medical Sales, Inc. celebrates its 50<sup>th</sup> anniversary in 2004. Originally a leader in film-based display systems, AMS introduced its Catella line of PACS solutions in 1998. Its “voice activated” technology is unique in the PACS application. Components offered include diagnostic, review, and web-based workstations, archives up to 95TB including automatic back-up protection, Walk-Away™ digitizer stations, MS Word®-based transcription software and hardware, and specialty router and gateway systems. AMS is continuously expanding its Catella distribution network with local distributors to provide solutions to the widest range of users.