

**BUILT  
AROUND  
ANIMAL  
ANATOMY**





# MORE THAN AN MRI

## AN INTENTIONAL APPROACH TO ADVANCED VETERINARY-SPECIFIC IMAGING

Hallmarq's Small Animal 1.5T MRI is a purpose-built imaging solution designed specifically for veterinary medicine. Developed in the UK - and refined through years of clinical use - it reflects a unique animal-first philosophy from concept through delivery.

Unlike a refurbished human MRI system, every aspect of the Hallmarq Small Animal 1.5T machine is optimized for small animal anatomy. The result is consistently high image quality with the level of detail you need for a confident diagnosis for your patients.

Supported by veterinary-specific MRI software, sequences and coils, the Hallmarq solution delivers intuitive workflows and carefully considered ergonomics all designed to fit seamlessly into the realities of busy clinical practice.

Beyond the technology, the Hallmarq Small Animal 1.5T MRI is backed by a comprehensive service model, encompassing installation, training, ongoing support and flexible commercial options. Installed in leading veterinary hospitals and practices worldwide, it's earned a strong reputation for reliability, performance and long-term value.

Together, the system - and the service around it - offers a compelling solution for practices seeking advanced imaging capability, without compromise. Let's take a look at what makes this approach different then.

### The Hallmarq Small Animal 1.5T MRI addresses traditional concerns around offering advanced imaging at your practice



#### REDUCES COSTS

Built in RF shield and zero helium



#### REDUCES COMPLEXITY

Full suite of supporting services



#### REDUCES COMMITMENT

Flexible financial options



#### SUPPORT PERSONNEL

Remote Operations Service



#### CONSISTENTLY AVAILABLE

99% uptime guarantee



#### OPERATIONAL CONCERNS

Remote and on-site service capability

# WHAT WILL 1.5T MRI DO FOR YOUR HOSPITAL?



## PROVIDE GOLD STANDARD DIAGNOSTICS

Deliver human hospital level imaging to reveal subtle spine, brain and soft tissue images that x-ray and ultrasound can miss. MRI is the foundation for faster, clearer answers, and more confident treatment plans.



## IMPROVE STAFF RETENTION

Offering MRI means complex cases can stay in-house. Keeping your brightest people challenged, motivated and proud makes referrals a thing of the past.



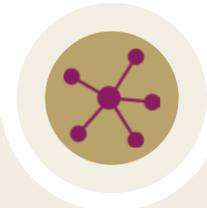
## GROW PRACTICE REVENUE

Every MRI study opens doors to advanced work-ups, surgery and long-term care. Keeping cases in house captures increased revenue and builds higher value case loads.



## ENHANCE CUSTOMER EXPERIENCE

Pet owners want clarity, speed and trust. On-site MRI means everything stays in-house providing the reassurance they appreciate.



## PROVIDE THE BASIS FOR FUTURE SERVICES

Create a platform that enables in-house neurology, orthopedics and complex surgeries. Quality, affordable MRI sits at the heart of a true multidisciplinary service.



## BUILD AUTHORITY & REPUTATION

MRI sets you apart as a regional leader, attracting referrals and delivering the same standard of advanced healthcare that your pet owners expect for themselves.



# MRI IN YOUR CLINIC

## KEY ADOPTION CONSIDERATIONS

### LOCATION & SPACE



Planning the MRI location is the first big decision, from room size and layout to how it integrates with your existing workflow.

### SHIELDING



MRI machines require RF shielding to produce high quality images. A machine with built-in RF shielding reduces the cost and complexity of installation offering a more affordable alternative to human MRI systems.

### HELIUM



As a finite resource, liquid helium is costly to replace. Future-proof your practice with a zero-helium option that minimizes cost and risk.

### FINANCE



When considering 1.5T MRI, the financial options available to you have a significant impact. Ensure you have the flexible choices that best suit your business needs.

### REMOTE CAPABILITIES



Will your MRI provider offer remote support when your MRI operators are unavailable? Staffing issues don't need to be a headache and certainly don't need to prevent you from offering your service.

### SYSTEM UPTIME



Your system's availability is paramount to rapid diagnosis, treatment and consistent revenue generation. Unplanned downtime is costly.

### TRAINING & WORKFLOW



Does your team have the right initial and ongoing training to turn your MRI offering into a seamless part of your practice's operations?

### MAINTENANCE



MRI imaging is more than a machine. It's the service and support that surrounds the system too. Does your provider offer a comprehensive support package? And do they offer an uptime guarantee?

### TEAM CULTURE



When everyone's on board, the results speak for themselves. What does your team need in order to succeed in advanced imaging?

# YOUR TEAM ARE THE REAL POWER BEHIND YOUR MRI SERVICE

## OPERATION

Ease of operation is fundamental to staff retention and engagement with intuitive systems designed to support daily workflow for more consistent clinical outcomes.

## TRAINING

Comprehensive initial and ongoing training ensures your team can fully utilize MRI to deliver and maintain consistently high-quality diagnostic results.

## TELEMEDICINE

Access to a remote support team extends in-house expertise, provides clinical reassurance and enables high-quality MRI services across longer clinic hours.

## RADIOLOGIST

Image acquisition is only the first step; partnering with an experienced radiologist ensures accurate image interpretation delivered confidently and within the clinical context.



Hallmarq

Hallmarq  
Visionary Veterinary Imaging

99%  
GUARANTEED  
UPTIME FOR  
UNINTERRUPTED  
WORKFLOW



Hallmarq 1.5T MRI

VETERINARY-FIRST MRI

OSMED  
Cradle Assembly  
Model: 42010016  
[X] use manual Aug 10, 2009

# THE ONLY VETERINARY-SPECIFIC MRI



## 1.5T IMAGE QUALITY

- Purpose built veterinary-specific coils
- The gold standard for veterinary medicine



## ZERO HELIUM

- Risk free
- No quench pipe enables compact design
- No refill costs



## FULLY SHIELDED

- No room remodelling required
- Easy, hassle-free installation



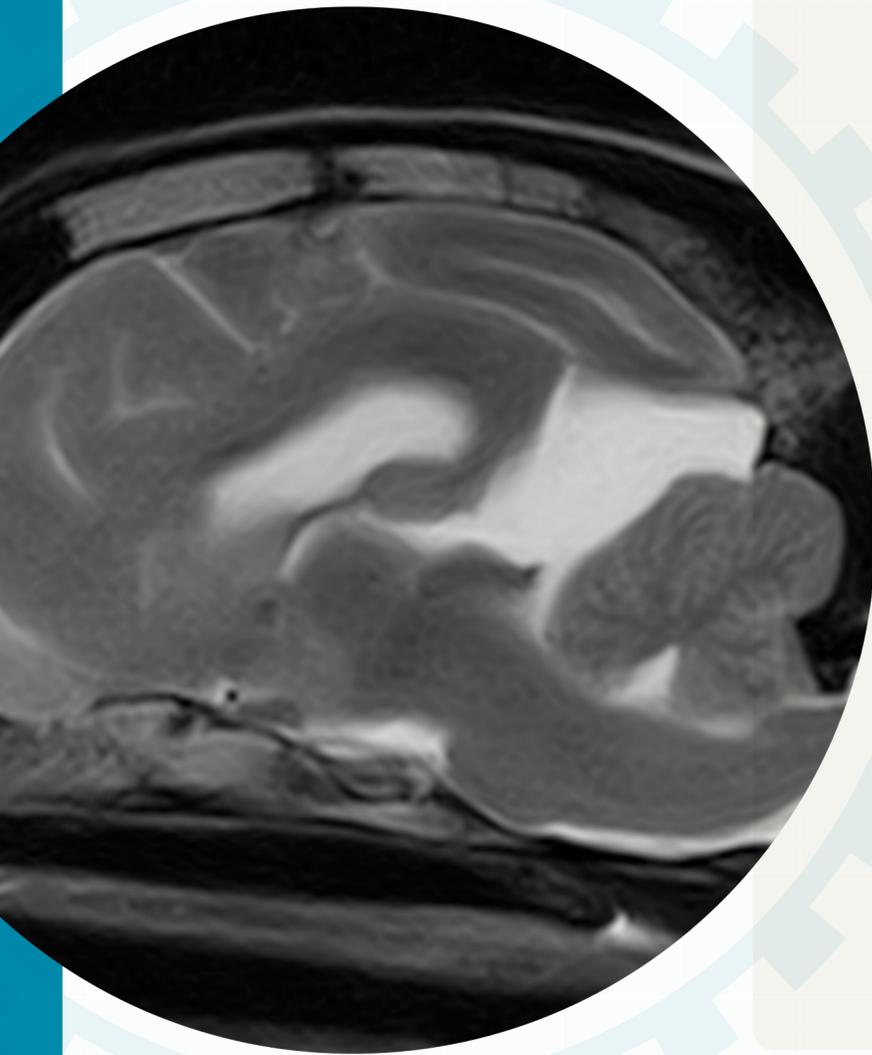
## IDEAL FOR NEW INSTALLATIONS

- Available as a modular room installation
- Flexible finance options to suit your business needs
- Remote operations facilitated

SUPPORTED BY THE Q-CARE 99% UPTIME GUARANTEE



## 1.5T IMAGE QUALITY – TODAY'S VETERINARY GOLD STANDARD



- 1.5T veterinary-specific MRI
- Veterinary specific coils, sequences and software
- 60cm bore to fit all breeds
- 16 Channels - phased array
  - Operate two coils simultaneously for optimal veterinary imaging applications
- On-board radio-frequency (RF) shield
- V-shaped patient bed
- Video patient monitoring with LED lighting
- More energy efficient compared to used MRIs



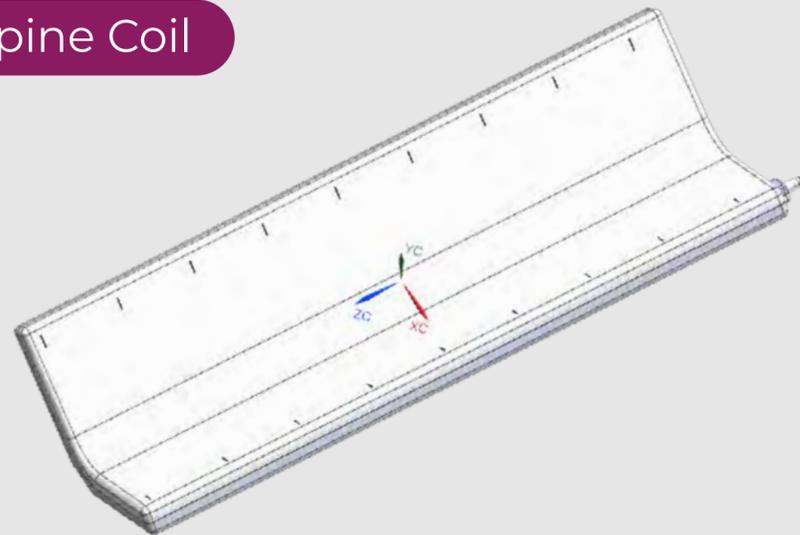
# VETERINARY SPECIFIC COILS

DESIGNED TO FIT SMALL ANIMAL ANATOMY

## V-SHAPED RF SPINE COIL (3 FT LONG)

- Align the spine for optimal imaging
- Increase coil sensitivity by up to 20%

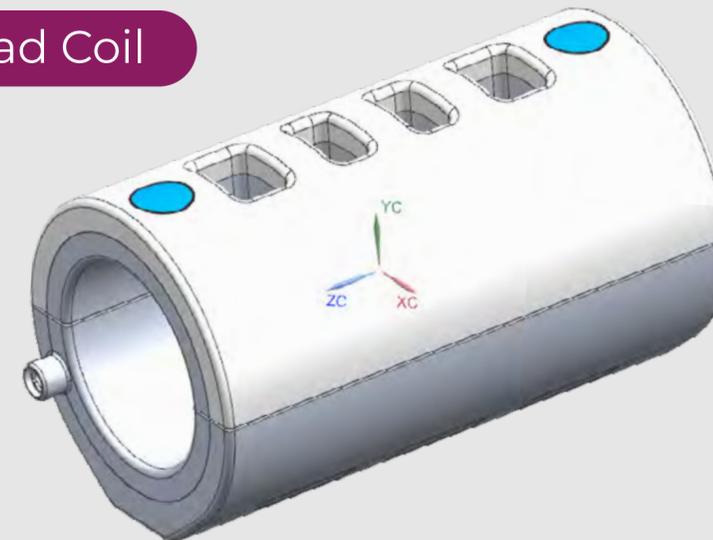
V-Shaped Spine Coil



## ANIMAL-SPECIFIC RADIO FREQUENCY (RF) COILS

- Flexible RF coil
- Small, medium and large head RF coils with elongated design and access door

Small Head Coil





## NO HELIUM HASSLE – FUTURE PROOF YOUR PRACTICE WITH LOWER COSTS

- A zero-helium machine removes the requirement for a quench pipe & O2 monitoring within the scanning & operator rooms

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- Remove the risk of a traditional helium quench

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- Ensure lowest operating risk and costs with inherently safer and more efficient magnet design

.....

- No requirement for conventional external chiller





# REDUCE THE COST AND COMPLEXITY OF INSTALLATION WITH OUR BUILT-IN RF SHIELD

## FULLY SHIELDED

- A veterinary-specific build enables a self-shielding approach to the design of the platform that human systems cannot provide
- This design feature - unique to Hallmarq - dramatically reduces the costs of preparing a room for MRI imaging services





## INTRODUCING OUR MODULAR SOLUTION



If available space prohibits an in-hospital MRI suite, our modular room offers the perfect solution. Delivered and set up in days, it provides the answer to expanding your advanced imaging service, without compromise.

# FLEXIBLE FINANCE OPTIONS

Flexibility of two distinct financial offerings to best align with your practice goals, budget and business strategy.

## RENT WITH IMAGING-AS-A-SERVICE

- For clinics that are growing, have variable cash flow, or need to allocate resources to other critical areas
- Removes the worry of large initial outlay or expensive loans
- P&L operating expense
- A single monthly payment covers everything

## CAPITAL PURCHASE

- Allows ownership of the MRI
- Fixed asset purchase reducing P&L costs
- Monthly ongoing cost for service & support

**Q-CARE SERVICE AND SUPPORT IS INCLUDED WITH EITHER OPTION**



# REMOTE OPERATIONS SERVICE

- ✦ Scan with confidence: access Hallmarq certified MRI Technicians remotely when needed
- ✦ Protect your time, team, and throughput: maintain MRI capability while your staff focus on patient care
- ✦ Get consistently high-quality images: specialist support optimizes protocols for every patient

“Hallmarq’s Remote Operations Service (ROS) is invaluable to our MRI operations in Hawaii. ROS removes the headache of always having our own trained technicians available to scan. Hallmarq’s Techs know how to maximize image quality and minimize scan times which is a huge benefit to our busy practice.”

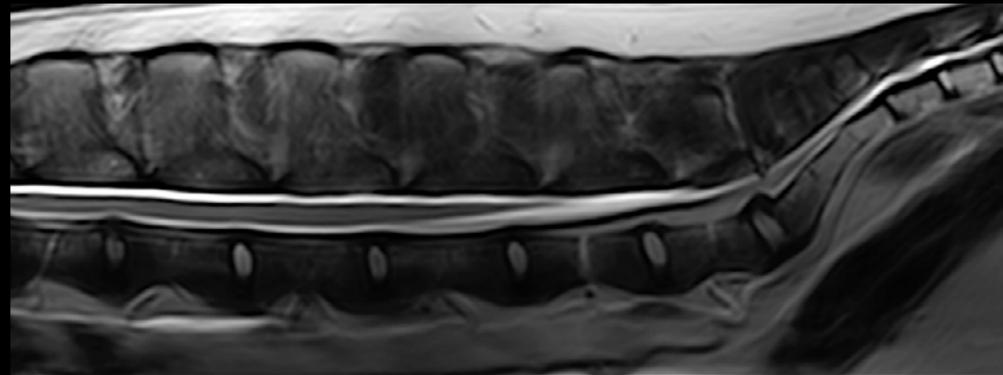
**Dr Baye Williamson, DVM, DACVIM (Neurology)**  
Veterinary Emergency + Referral Center (VERC)

# Q-CARE FOR 99% UPTIME: OUR COMPANY-WIDE COMMITMENT TO SUPPORTING YOUR SUCCESS

- Comprehensive service and support
- Upfront planning and initial onsite training from in-house experts
- System support and remote monitoring from a world-class Customer Success Team
- Marketing support for system launch and ongoing promotion
- Tailored Account Management to help maximize scan volumes

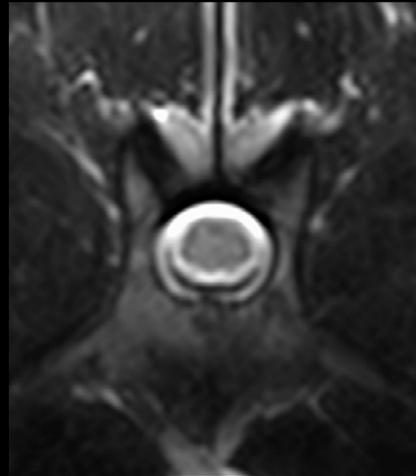


# 26 KG DOG SPINE EXAM WITH SPINE AND FLEX COILS



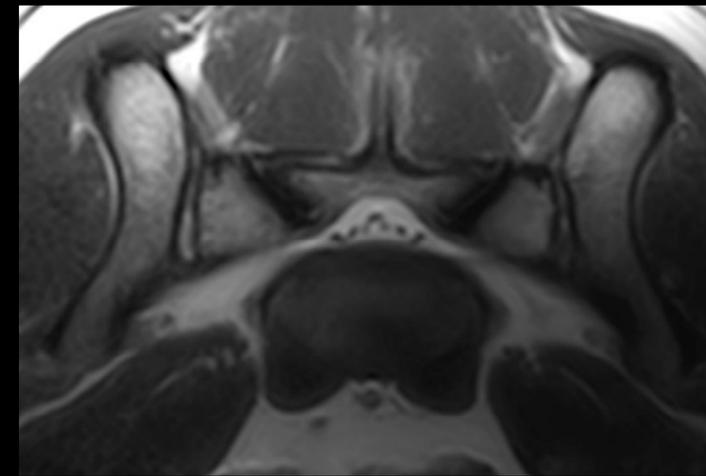
T2W FSE SAG  
3.0mm  
TA 8.34 min

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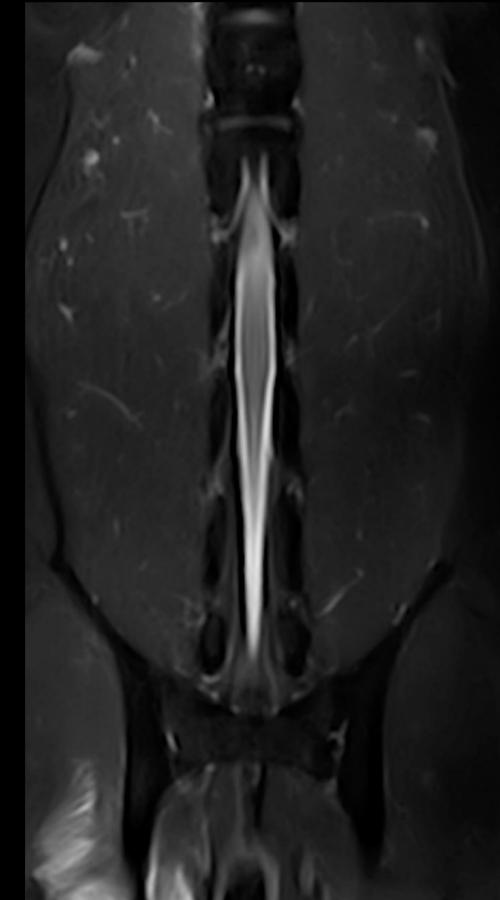
T2W FSE TRA  
3.0mm  
TA 12.23 min

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T1W SE Post-Contrast TRA  
3.0mm  
TA 9.37 min

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STIR FSE DOR  
3.0mm  
TA 17.53 min

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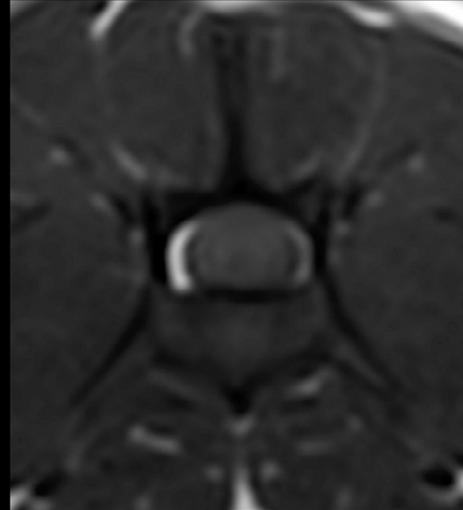


T2W HASTE SAG  
2.5mm  
TA 1.24 min

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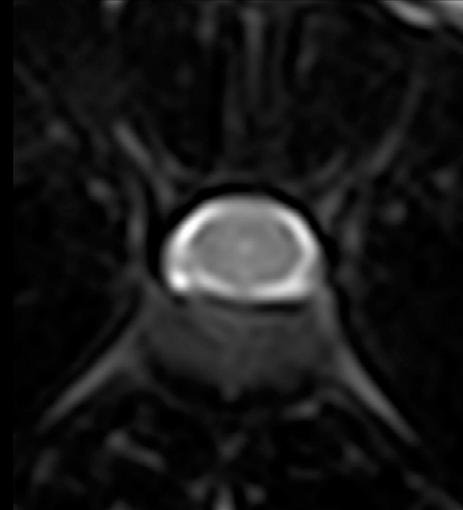
Total Scan Time 49.51 minutes

# 6 KG CAT SPINE EXAM WITH SPINE AND FLEX COILS



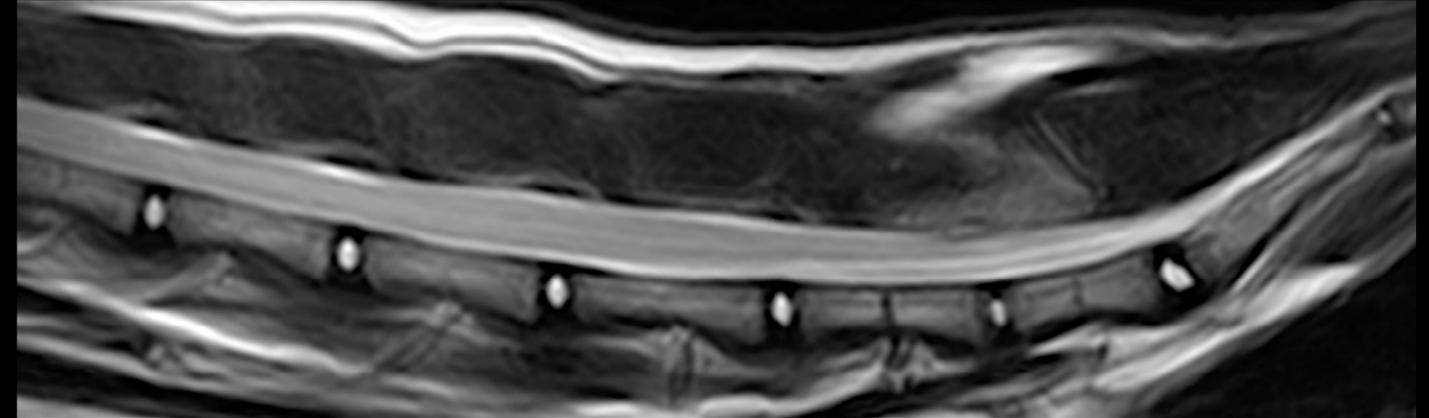
T1W SE TRA  
2.5mm  
TA 8.13 min

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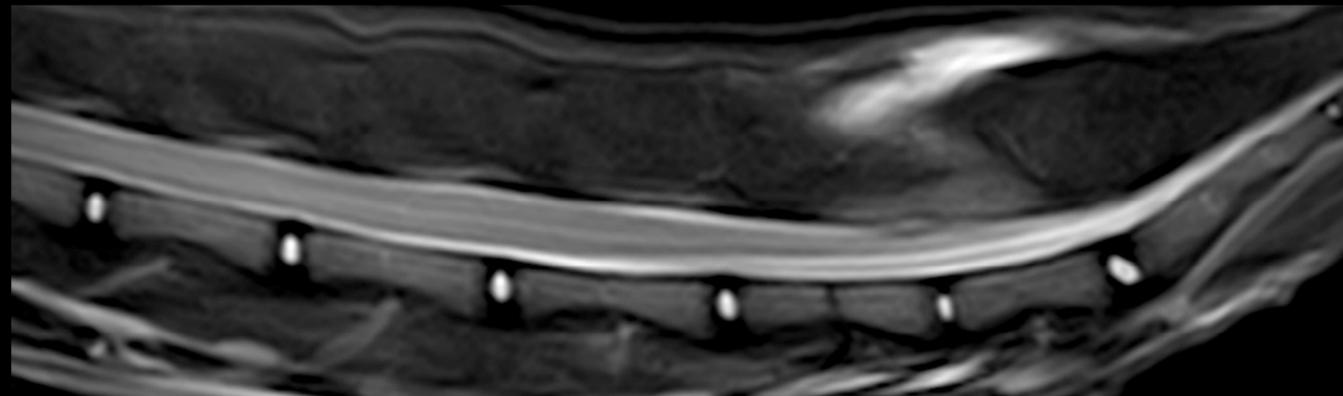
T2W FSE TRA  
2.5mm  
TA 6.29 min

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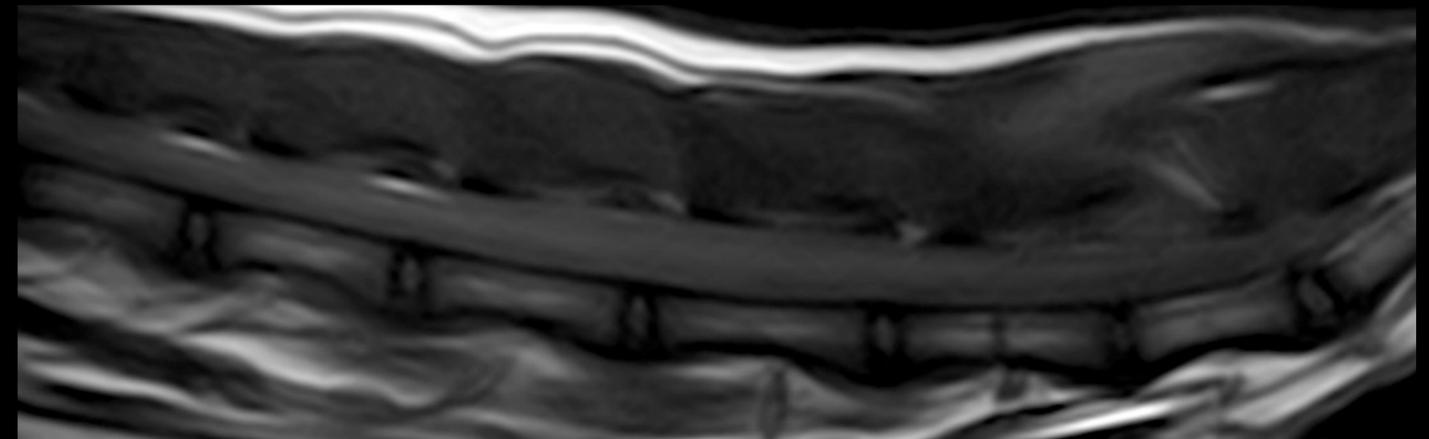
T2W FSE SAG  
3.0mm  
TA 5.52 min

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STIR FSE SAG  
3.0mm  
TA 5.36 min

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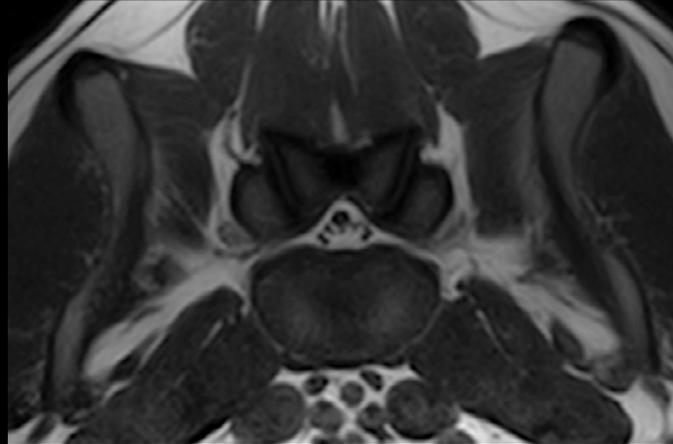


T1W SE SAG  
3.0mm  
TA 3.42 min

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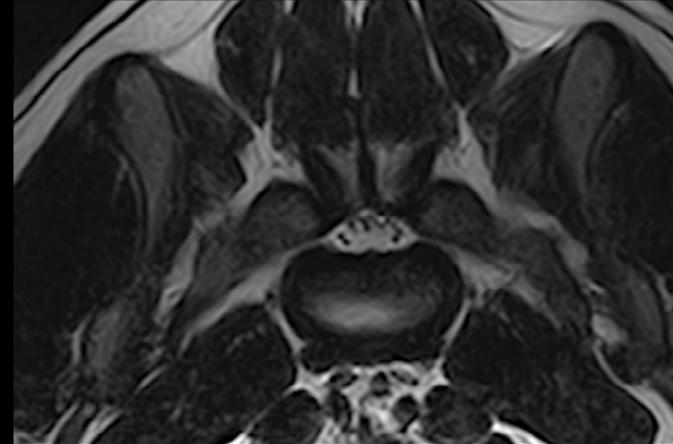
Total Scan Time 29.52 minutes

# 13 KG DOG SPINE EXAM WITH SPINE AND FLEX COILS



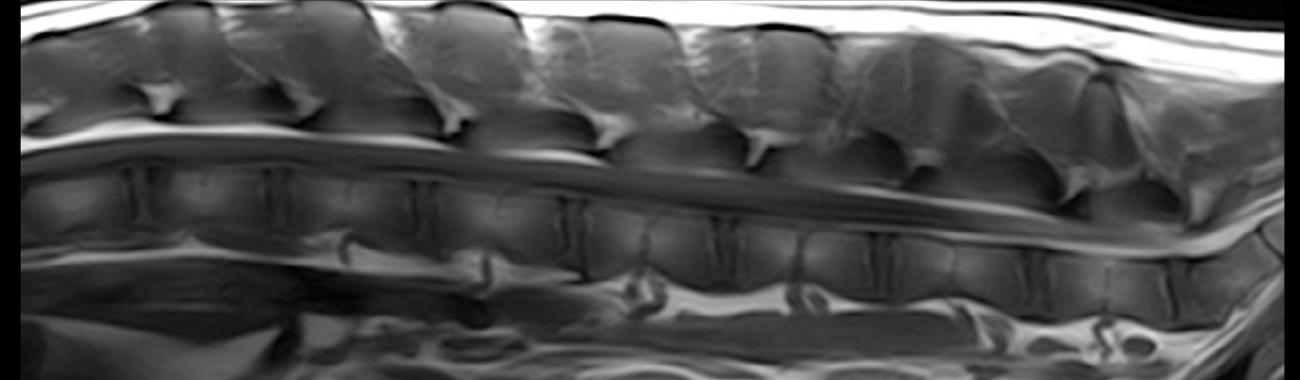
T1W SE TRA  
2.5mm  
TA 6.15 min

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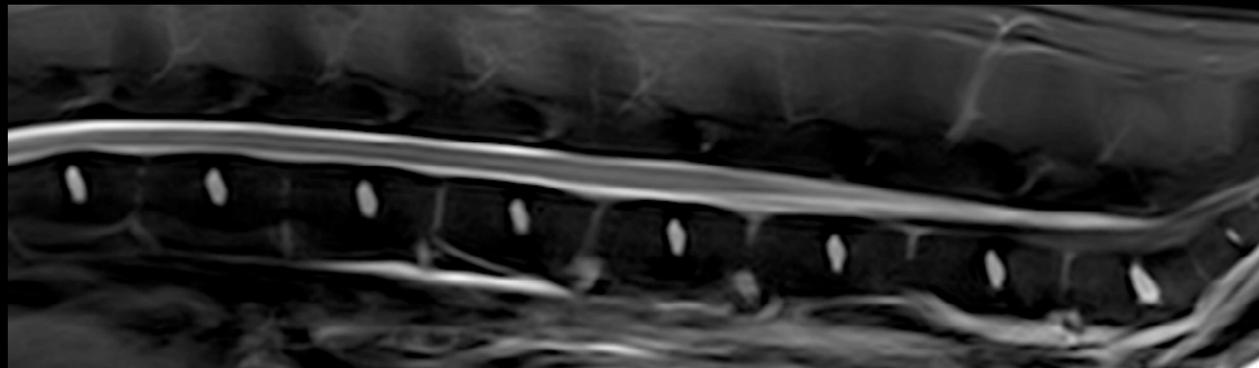
T2W FSE TRA  
2.5mm  
TA 2.28 min

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T1W SE SAG  
3.0mm  
TA 4.24 min

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STIR FSE SAG  
3.0mm  
TA 3.47 min

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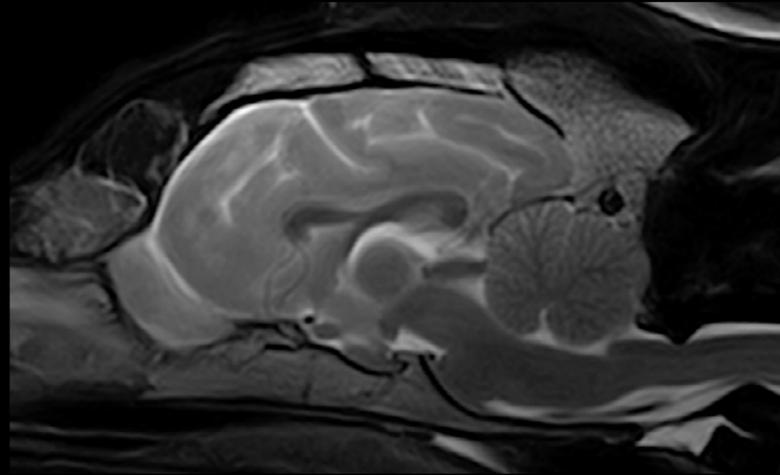


T2W HASTE SAG  
3.0mm  
TA 1.04 min

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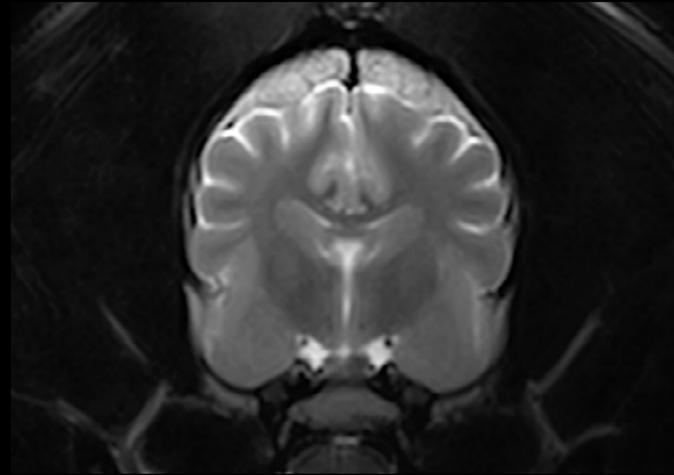
Total Scan Time 17.58 minutes

# 32 KG DOG HEAD EXAM WITH HEAD COIL



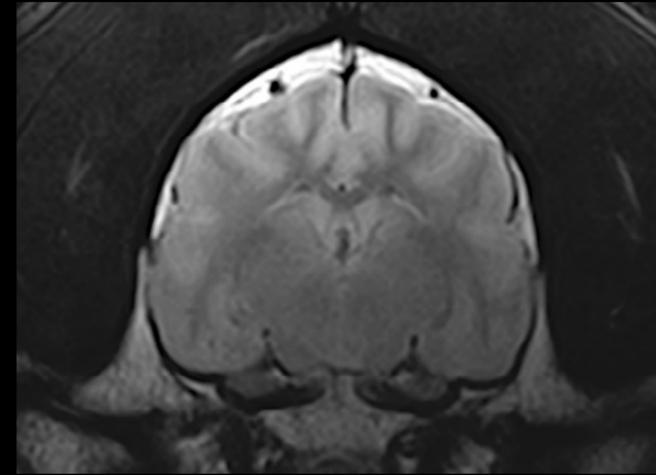
T2W FSE SAG  
3.0mm  
TA 6.17 min

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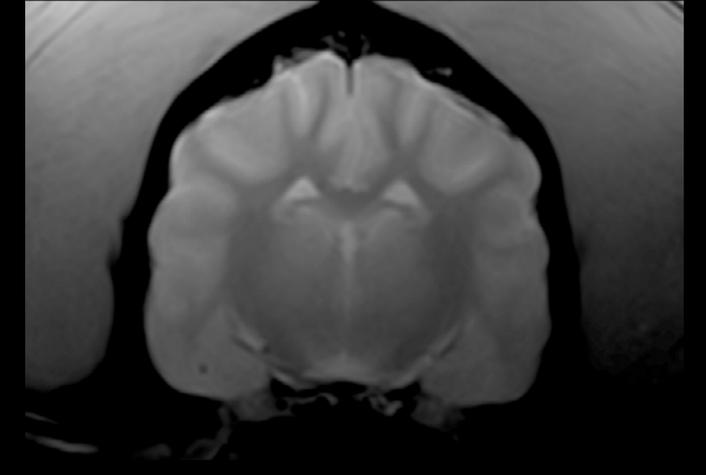
T2W FSE TRA  
2.5mm  
TA 8.29 min

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FLAIR FSE TRA  
2.5mm  
TA 8.56 min

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T1W FSE SAG  
2.5mm  
TA 7.28 min

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Total Scan Time 31.10 minutes

# OUR ATTENTION TO DETAIL MARKS US OUT

With over 25 years of supplying, installing, servicing and supporting veterinary-specific advanced imaging systems to practices worldwide, we understand what you need in order to deliver a definitive diagnosis. You and your customers need accessible and affordable imaging that gives them reassurance - fast. Our job is to help you do exactly that. And with less cost, less hassle and more of what matters.

With industry awards for innovation, Hallmarq has earned its place as a leading force in MRI technology and you can rest assured you're in conscientious, caring, very skilled hands.



**60 employees**



**25 years**



**4 offices**



**172 sites**



**28 countries**



**Over 500K scans**

We speak vet at [hallmarq.net](http://hallmarq.net)  
Email: [info@hallmarq.net](mailto:info@hallmarq.net)

# Hallmarq

Visionary Veterinary Imaging