

Echocardiograph

The total 1979 U.S. sales volume for echocardiograph equipment was \$20 million. Of this total, M-mode echocardiograph units accounted for \$7 million, and 2-dimensional echocardiograph units accounted for \$13 million. Projected short-term growth rate for echocardiograph equipment is 18-20% in constant dollars.

Sales projections for the two different types of echocardiograph equipment are shown in Figure 3. The 2-dimensional units are expected to show a very substantial sales increase, while the sales volume of the M-mode units is expected to show no growth as the trend toward preference for 2-dimensional units increases.

Echocardiograph equipment projections are relatively volatile. This equipment has been developed and marketed only within the past two decades. Because echocardiograph tests are able to detect cardiac anomalies before symptoms become obvious, this equipment is claimed by its supporters to be a breakthrough in diagnostics. Currently, echocardiograph is in an early stage of development and there is room in technological features, interpretation of results, and cost. Computer interelectrocardiograph of echocardiogram results is in its early stages of development. Most electrocardiograph equipment includes echocardiograph traces.

In 1979, the following major competitors shared in the \$7 million sales volume for M-mode echocardiograph equipment:

	<u>Market Share</u>
Smithkline Instruments	29%
IREX International	23
Advanced Technology Labs	11
Hoffrel Instruments	9
Others	29

The \$13 million in 1979 sales of 2-dimensional echocardiographic units was shared among:

Advanced Technology Labs	41%
Smithkline Instruments	17
Picker Corporation	13
Varian Associates	12
Hoffrel Instruments	3
IREX International	1
Others	13