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Philips SpeechMagic captures 25 percent of Norwegian Electronic Patient Record market

Philips speech recognition technology SpeechMagic will be implemented with the Electronic Patient Record (EPR) system of Norway's Health Region South (HES). The deal secures a 25 percent share of Norway's EPR market.

Vienna, Austria – Royal Philips Electronics (AEX: PHI, NYSE: PHG) announced 14th September that its SpeechMagic speech recognition technology will be implemented with the Electronic Patient Record (EPR) system of Norway's Health Region South (HES). The deal secures a 25 percent share of Norway's EPR market, catapulting SpeechMagic to the forefront of healthcare speech recognition systems in Norway.



HES is Norway's largest health cluster, comparable to the NHS clusters in the UK. The first stage of the project, comprised of two hospitals with twenty-five users each, starts in 2006 and also includes the groundwork for further rollout in 2007. In the second phase more than 1,000 physicians will be equipped with SpeechMagic.

Bjoern Arne Aune, regional sales director for Philips Speech Recognition Systems explains: "This market is highly attractive, as speech recognition facilitates the implementation of the EPR. It ensures that medical information is available electronically and ready to populate the patient file in the records database. The fast accessibility of medical reports by all parties involved in delivering care through the EPR ensures accurate and speedy treatment."

SpeechMagic has been chosen in an EU tender and will be integrated into HES's TietoEnator's EPR by Norwegian IT company Max Manus. Jens Aasmundtveit, the company's managing director said: "SpeechMagic provides industrial-grade features allowing us to seamlessly integrate it with enterprise-wide healthcare IT systems, such as the EPR. Seventy percent of Norway's radiologists are already using the speech recognition solution from Max Manus powered by SpeechMagic. With the HES deal, we have taken speech recognition to a completely new level, as it is now state-of-the-art equipment for modern physicians and hospitals."

Philips has recently announced major region-wide deals in Europe, including Spain's regional healthcare service Castilla-La-Mancha and the AP-HP hospital network in Paris. The combined volume of these deals exceeds 15,000 physicians and transcriptionists, further strengthening SpeechMagic's market-leading position in European Healthcare Speech Recognition (Frost & Sullivan Market Analysis, 2005).

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is one of the world's biggest electronics companies and Europe's largest, with sales of \$37.7 billion (EUR 30.4 billion) in 2005. With activities in the three interlocking domains of healthcare, lifestyle and technology and 158,000 employees in more than 60 countries, it has market leadership positions in medical diagnostic imaging and patient monitoring, color television sets, electric shavers, lighting and silicon system solutions. News from Philips is located at www.philips.com/newscenter and www.philips.com/speechrecognition.

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