Endoscopy Systems - Global Strategic Business Report

Description:
This report analyzes the worldwide markets for Endoscopy Systems in US$ Thousands by the following Product Segments: Endoscopes, and Visualization Equipment. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World.

Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a seven-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based on public domain information including company URLs. The report profiles 101 companies including many key and niche players such as:

- Conmed Corporation
- Cook Medical, Inc.
- Covidien Ltd.
- Ethicon Endo-Surgery
- EndoChoice, Inc.

Contents:
I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS
Study Reliability and Reporting Limitations
Disclaimers
Data Interpretation & Reporting Level
Quantitative Techniques & Analytics
Product Definitions and Scope of Study
Endoscopes
Rigid Endoscope
Flexible Endoscopes
Visualization Equipment

II. EXECUTIVE SUMMARY
1. INDUSTRY OVERVIEW
A Prelude
Current & Future Analysis
Analysis by Region
Analysis by Segment
Endoscopy Systems
Gaining Foothold in Surgery
A Snapshot of Major Market Drivers
Major Market Drivers in a Gist
Influx of New Technologies to Supplement Growth
Factors Hindering Growth
A Snapshot of Major Market Restraints
Key Statistics

Table 1: World Recent Past, Current & Future Analysis for Endoscopes by Product Segment
Flexible, Rigid and Capsule Endoscope Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 2: World Recent Past, Current & Future Analysis for Capsule Endoscopy Devices by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 3: World Recent Past, Current & Future Analysis for Surgical Endoscopic Energy Devices by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2013 through 2020 (includes
corresponding Graph/Chart)

Table 4: World Recent Past, Current & Future Analysis for Endo-Therapy Devices by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2013 through 2020 (includes
corresponding Graph/Chart)

2. MARKET TRENDS & DRIVERS

Minimal/Non-invasive Procedures Favor Adoption of Endoscopy Systems
Product Developments Continue to Mark Endoscopic Visualization Devices Market
New Applications Drive Rigid Endoscopy Market
A Focus on Proprietary Endoscope Imaging Technologies

Table 5: Global Endoscope Market by Technology (2014E): Percentage Breakdown of Value for Mucosal
Ablation Therapy, Narrow Band Imaging, NOTES, PACS, Pill Cam Technology and Others (includes
corresponding Graph/Chart)

Narrow Band Imaging
Advancing the Digital Chromoendoscopy Technology
Present Applications of NBI

Table 6: World Capsule Endoscopy Market by Application (2014E): Percentage Breakdown of Unit Shipments
for Large Bowel, Small Bowel and Other Applications (includes corresponding Graph/Chart)

Technological Developments Advance Device Capabilities
FDA Approvals of Capsule Endoscopy
PillCam™ (Given Imaging Ltd.)
Is Capsule Endoscopy a Threat to GI Endoscopy?
AGILE™ Patency System
An Overview
Sluggish Developments in New Approvals to Marr Growth in Capsule Endoscopy
Arthroscopy
A Growing Market

Key Macro Trends and Drivers
Aging Population to Spur Demand for Endoscopy Systems

Table 7: Global Population Statistics for the 65+ Age Group (2013) (includes corresponding Graph/Chart)
Table 8: Elderly Population (65+ Years) as a % of Total Population (2000 & 2025) (includes corresponding
Graph/Chart)
Table 9: Life Expectancy at Age 60 and 80 Years
(2010-2015), (2020-2025) & (2045-2050) (includes corresponding Graph/Chart)
Table 10: Percentage of Population Aged 65 and Above in EU-27 Countries, US and Japan (1960-2030)
(includes corresponding Graph/Chart)
Table 11: Life Expectancy for Select Countries in Number of Years (2013) (includes corresponding
Graph/Chart)

Increasing Healthcare Expenditure to Foster Growth

Table 12: Per-Capita Healthcare Expenditure in Select Regions (2013) (includes corresponding Graph/Chart)
Rising Incidence of Cancer
A Major Growth Driver

World Cancer Statistics
Incidence and Mortality Data

Table 13: World Cancer Incidence by Geographic Region (2012): Number of New Cancer Cases Reported in
Thousands for Asia-Oceania, Europe, North America, Latin America & The Caribbean, and Africa (includes
corresponding Graph/Chart)
Table 14: World Cancer Mortality by Geographic Region and Gender (2012): Number of Cancer-Related
Deaths in Thousands for Asia-Oceania, Europe, North America, Latin America & The Caribbean, and Africa
(includes corresponding Graph/Chart)
Rising Incidence of COPD to Drive Growth

Quick COPD Facts:

Table 15: Global Prevalence of COPD by Age Group (2013): Percentage of Men and Women Affected by the
Condition (includes corresponding Graph/Chart)
Table 16: Mortality Rates of COPD ('000s) by Select Geographic Region: 2013 (includes corresponding
Graph/Chart)

Other Growth Drivers
Lifestyle Diseases
Low Costs
3. COMPETITIVE LANDSCAPE

Endoscopy Systems: A Highly Consolidated Market

Table 17: Leading Players in the Global Endoscopy Market (2014E): Percentage Breakdown of Value Sales for Boston Scientific, Covidien, Johnson & Johnson, Olympus, Stryker and Others (includes corresponding Graph/Chart)

Endoscopes

Rigid Endoscope

Table 18: Leading Players in the Global Rigid/Surgical Endoscopes Market (2014E): Percentage Breakdown of Value Sales for Karl Storz, Olympus, Stryker and Others (includes corresponding Graph/Chart)

Flexible Endoscopes

Table 19: Leading Players in the Global Flexible Endoscopes Market (2014E): Percentage Breakdown of Value Sales for Fujifilm, Hoya, Olympus and Others (includes corresponding Graph/Chart)

Competition in Endoscopic Visualization Market

Table 20: Leading Players in the Global Endoscopic Energy Devices Market (2014E): Percentage Breakdown of Value Sales for Covidien, Johnson & Johnson and Others (includes corresponding Graph/Chart)

Table 21: Leading Players in the Global Endotherapy Devices Market (2014E): Percentage Breakdown of Value Sales for Boston Scientific, Cook Medical, Olympus and Others (includes corresponding Graph/Chart)

Competitive Advantage of Olympus in Endoscopy Market

Opportunities Exist for Further Growth in Rigid Endoscopes

Olympus Safeguards its Market Share despite Internal Issues

High Switching Costs Helps Olympus Maintain Market Share

Periodic Upgrades

the Olympus Mantra for Success

New Products to Surge Olympus's Endoscope Revenues

The Exera Series of Olympus

The Lucera Series of Olympus

Developed Markets

the Major Revenues Generator for Olympus

Developing Markets

the New Growth Avenue for Olympus

Competitors Yearn to Wrest Market Share Away from Olympus

Mindray's Market Entry Not a Major Threat to Olympus Domination

Competition in the Capsule Endoscopy Market

Table 22: Leading Players in the Global Capsule Endoscopy Market (2014E): Percentage Breakdown of Value Sales for GIVEN Imaging and Others (includes corresponding Graph/Chart)

A Comparison of Specifications of Select Key Capsule Endoscopy Systems

Approval Timelines of PillCam and EndoCapsule in US, Japan and the EU by Indication

Smith & Nephew

Inching Out of Endoscopic Visualization Systems Market

Endoscopes

A Small Segment in Hoya

Stryker

More Inclined towards Instruments and Visualization Segments

4. SELECT RECENT TECHNOLOGICAL BREAKTHROUGHS

Magnetically-Guided Capsule Endoscope (MGCE)

3DHD Vision System Set to Gain Momentum

Innovative and Feature-Rich Devices Swarm the Market

CMOS Chips to Oust CCD

Increasing Miniaturization in Scope Design

Endoscopes Continue to Move on the Evolutionary Path

Issues Prevent Widespread Adoption of Chromoendoscopy

New Gallbladder Endoscopy Negates the Need for Cholecystectomy

Micro-Endoscope

A Major Breakthrough in Endoscopy

Autofluorescence Endoscopy

Marred with False Positive Issues
Confocal Laser Endomicroscopy
Limited by Use

5. PRODUCT OVERVIEW
Minimally Invasive Surgery
Benefits of MIS
What is Endoscopy?
Classification of Endoscopy Systems
What is Endoscope?
Rigid Endoscopes
Flexible Endoscopes
Rigid and Flexible Endoscopes: A Comparison
Percutaneous Fiberscopes
Fiberoptic Instruments
Video Endoscopes
Video Endoscopes Vs Fiberoptics
Evolution of Endoscopes
Modern Endoscopes
Drawbacks of Endoscopic Surgery
Types of Endoscopes
Laparoscope
Types of Laparoscope
Viewing Laparoscopes
Video Laparoscopes
Diagnostic Laparoscopes
Operating Laparoscopes
Gastroscope
Colonoscope & Sigmoidoscope
Choledochoscope
Duodenoscope
Enteroscope
Laryngoscope
Bronchoscope
Flexible Bronchoscope
Angioscope
Arthroscope
Cystoscope
Hysteroscope
Resectoscope
Fetoscope
Endoscopic Equipment
Visualization Equipment
Cameras & Monitors
Light Sources
White Light Endoscopy
Recorders & Printers
Other Products
Endotherapy Devices
Endoscopic Energy Devices
Suction and Irrigation Equipment
Insufflators
Endoscopic Accessories
Suction Traps
Trocars and Cannulae
Fluid Flushing Devices
Tissue Sampling Devices
Overtubes
Major Areas of Endoscopy Applications
Gastrointestinal
Capsule Endoscopy
Upper Intestinal Endoscopy
Colonoscopy
Duodenoscopy
Cholangiopancreatography
Laparoscopic Appendectomy
Bowel Laparoscopy
Gastrotomy
Gastric Volvulus
Gastric Leiomyoma
Eosinophilic Gastroenteritis
Laparoscopic Cholecystectomy / Gallstone Disease (Cholelithiasis)
Diaphragmatic Injury
Eosinophilic Gastroenteritis
Malrotation
Peritoneal Implants
Rectal Prolapse
Rectal Tumor
Renal Lithiasis
Enteroscopy
Intra-Operative Enteroscopy
Push Enteroscopy
Sonde Enteroscopy
Sigmoidoscopy
Cholecodochoscopy
Esophagogastroduodenoscopy / Gastroscopy / Upper Endoscopy
Small Bowel Radiograph
Barium Follow Through Technique
Enteroclysis
Tagged Red Blood Cells
Angiography
Virtual Endoscopy
Arthroscopy
Neuroendoscopy
Urology
Cystoscopy
Surgical Process
Hernial Laparoscopy
Ear, Nose and Throat (ENT)
Laryngoscopy
Respiratory Tract
Bronchoscopy
Thoracic Laparoscopy
Blebectomy
Intubation Endoscopes
Otoscopy
Sinoscopy
Pharyngolaryngoscopy
Obstetrics/Gynecology
Fallopian & Ovarian Laparoscopy
Endometriosis
Tubal Ligation
Vagina Creation
Laparoscopic Myomectomies
Ovarian Cystectomy
Female Infertility
Female Sterilization
Pelvic Inflammation
General Surgery Applications
Laparoscopy Relieves Pain in CABG Surgery
Laparoscopic Vagotomy for Ulcer Treatment
Laparoscopic Splenectomy
Spleenic Aneurysms
Treatment of Liver Disease
Nephrectomy
Treatment of Polycystic Kidney Disease
Asymptomatic Pheochromocytoma
Aortoiliac Reconstruction
Carpal Tunnel Syndrome
Catheter Disconnections
Catheter Malfunctioning
Colorectal Cancer
Cushing's Disease
Dialysis Catheter
Hirschsprung's Disease
Bypass Surgery
Fetoscopy
Bariatric Surgery
Confocal Laser Endoscopy
Interventional Pulmonology
Endoscopic Approaches
Anticoagulation
Nutritional Disorders
Percutaneous Endoscopic Gastrostomy (PEG)
Percutaneous Endoscopic Gastrostomy Jejunostomy (PEGJ)
Direct Percutaneous Endoscopic Jejunostomy (DPEJ)
Processing and Storing of Endoscopes
Storing
Cleaning

6. PRODUCT INTRODUCTIONS/INNOVATIONS
Pentax Rolls Out New HD+™ Endoscopes
EndoChoice to Introduce Fuse® Full Spectrum Endoscopy™ System
Given Imaging Receives FDA Approval for PillCam® COLON
Single Use Surgical to Unveil iPhonne Endoscope- iSystem in Middle East
Given Imaging Obtains FDA Approval for Next Generation PillCam® SB 3
Richard Wolf Showcases ENDOCAM® Epic 3D HD for 3D Endoscopy
Cook Medical Rolls Out Flexor Vue Deflecting Endoscopic System
Richard Wolf Launches ENDOCAM LOGIC HD
Arthrex Launches Synergy.net, a Software Platform for SynergyHD3 Endoscopic Visualization System
Olympus Rolls Out ENDOCAPSULE 10 System
Olive Medical Rolls Out New OVS1 ALL-IN-ONE HD Visualization System
Vision-Sciences Introduces Innovative Video Endoscopy System
Beacon Endoscopic Unveils New BNX System
Olympus Medical Systems Unveils EVIS EXERA III Endoscopic System
Olympus Medical Systems Rolls Out Axea Endoscopic Endoscope System
Optim Unveils New FEES System
PENTAX Introduces i10 Range of Endoscopes and EPK-i7000 Video Processor
PENTAX Medical Rolls Out New EG-3270UK Endoscope
Richard Wolf Medical Instruments Rolls Out 5514 Endocam Performance HD Endocam

7. RECENT INDUSTRY ACTIVITY
Medtronic to Acquire Covidien
MicroCam Enters into Partnership Agreement with Healmark and TeDan Surgical
EndoChoice Receives Canadian Health License for its new Endoscopy System
GreeneStone to Divest 1816191 Ontario Ltd
Cantel Medical Acquires PuriCore
Covidien Acquires Given Imaging
Covidien Acquires Beacon Endoscopic
Richard Wolf Enters Into Partnership with MAQUET
Richard Wolf and MEIERHOFER Ink Partnership Deal
Olympus Establishes Endoscopic Ultrasound Center
PENTAX Renews Strategic Collaboration with Hitachi Medical
Medigus Signs Distribution Agreement with Sinopharm
EndoChoice Merges with Peer Medical
EndoChoice Takes Over RMS Endoskopie-Technik
Mindray Medical International Acquires SMOIF
Beacon Endoscopic Inks Partnership Agreement with Fujifilm
NEDO and NRCT Sign MOU to Implement Collaborative Project in Thailand
novoGI and Endopix Ink Agreement
Otsuka Medical Devices and Pioneer Form Alliance
Sony Forms Partnership with Olympus for Endoscopy Equipment
StatLink Systems Acquires AccuRead Endoscopy
STERIS Acquires US Endoscopy

8. FOCUS ON SELECT PLAYERS
Conmed Corporation (US)
Cook Medical, Inc. (US)
Covidien Ltd. (US)
Given Imaging Ltd. (Israel)
Ethicon Endo-Surgery (US)
EndoChoice, Inc. (US)
Fujifilm Corporation (Japan)
HOYA CORPORATION (Japan)
KARL STORZ Gmbh & Co. KG (Germany)
Olympus Corporation (Japan)
Richard Wolf Medical Instruments Corporation (Germany)
Smith & Nephew plc (UK)
Stryker Corporation (US)

9. GLOBAL MARKET PERSPECTIVE
Table 23: World Recent Past, Current & Future Analysis for Endoscopy Systems by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 24: World Historic Review for Endoscopy Systems by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 25: World 14-Year Perspective for Endoscopy Systems by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
Endoscopy Systems Market by Product Segment
Table 26: World Recent Past, Current & Future Analysis for Endoscopes by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 27: World Historic Review for Endoscopes by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 28: World 14-Year Perspective for Endoscopes by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
Table 29: World Recent Past, Current & Future Analysis for Endoscopy Visualization Equipment by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 30: World Historic Review for Endoscopy Visualization Equipment by Geographic Region
US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets
Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 31: World 14-Year Perspective for Endoscopy Visualization Equipment by Geographic Region
Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

III. MARKET
1. THE UNITED STATES
A. Market Analysis
Current & Future Analysis
Gastrointestinal Endoscopy Devices Market
An Overview
Emerging Trends in Urological Device Market
Factors Propelling Growth
Growing Demand for Minimally Invasive Surgeries
Technological Advancements to Spur Demand for Endoscopic Devices
Endoscopy as Outpatient Surgery
Product Bundling Increases Purchases
Rising Awareness of GI and Endoluminal Procedures
Aging Demographics Increase the Need for Endoscopy Systems
Table 32: North American Elderly Population by Age Group: 1975-2050 (includes corresponding Graph/Chart)
Epidemic Proportion of Cancer in the US
Key Driver for Endoscopy Systems
Table 33: New Cancer Cases by Gender and Affected Site in the US (2013)
Increasing Obesity Rates Drives Demand
Factors Contributing to Rising Incidence of Obesity
A Glance at Obesity Statistics
Table 34: Proportion (%) of Obesity in the US Overweight Population by Age Group (includes corresponding Graph/Chart)
Table 35: Prevalence Rate of Obesity among Adults in the US by Age Group for Men and Women (2012-2013): (includes corresponding Graph/Chart)
Table 36: US Childhood Obesity by Age-Group (2013): Percentage of Obese Population (includes corresponding Graph/Chart)
Table 37: Prevalence Rate of Obesity among Adults in the US by Race and Hispanic Origin for Men and Women (2012-2013) (includes corresponding Graph/Chart)
Table 38: Overweight and Obese Boys and Girls as a % of Total Population by Race and Hispanic Group (2013) (includes corresponding Graph/Chart)
Table 39: Obesity Prevalence in US Adults by Type (2013) (includes corresponding Graph/Chart)
Table 40: US Obesity Prevalence by Age-Group (2013) (includes corresponding Graph/Chart)
Table 41: US Obesity Prevalence by Annual Income Level (%): 2013 (includes corresponding Graph/Chart)
Favorable Reimbursement Policies
Select Reimbursement Fact Sheets
Table 42: 2013 Bariatric Surgery Reimbursements
Table 43: Reimbursements for Select Procedures in Outpatient Facility: 2013
Table 44: 2013 Cholecystectomy Reimbursement Sheet
Endoscope Manufacturing Scenario in Recent Past
Competitive Scenario
Key Statistics
Laparoscopic Procedures
Table 45: US Recent Past, Current, and Future Analysis for Laparoscopy Procedures by Type
Annual Laparoscopic Procedural Volumes in Thousands for the years 2013 through 2020 (includes corresponding Graph/Chart)
Competitive Landscape
An Insight into Key Statistics
Table 46: Leading Players in the US Endoscopy Systems Market (2014E): Percentage Breakdown of Value Sales for Olympus, Karl Storz, Pentax/Hoya, Fujifilm and Others (includes corresponding Graph/Chart)
Table 47: Leading Players in the US Gastrointestinal Endoscopy Market (2014E): Percentage Breakdown of Value Sales for Olympus, Pentax/Hoya and Others (includes corresponding Graph/Chart)
Table 48: Leading Players in the US Laparoscopic Visualization Systems Market (2014E): Percentage Breakdown of Value Sales for Karl Storz, Stryker, Olympus, Smith & Nephew and Others (includes corresponding Graph/Chart)
Table 49: Leading Players in the US Pulmonary Endoscopes Market (2014E): Percentage Breakdown of Value Sales for Olympus, Karl Storz, Pentax/Hoya, Fujifilm and Others (includes corresponding Graph/Chart)
Table 50: Leading Players in the US Arthroscopes Market (2014E): Percentage Breakdown of Value Sales for Smith & Nephew, Stryker, Conmed and Others (includes corresponding Graph/Chart)
Table 51: Leading Players in the US Urology Endoscopes Market (2014E): Percentage Breakdown of Value Sales for Olympus, Pentax/Hoya and Others (includes corresponding Graph/Chart)
FDA Issues New Guidelines to Prevent Endoscopy Related Infections
Product Launches
Strategic Corporate Developments
Key Players
B. Market Analytics
Table 52: US Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$
Table 53: US Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 54: US 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
Table 55: US Recent Past, Current & Future Analysis for Endoscopes by Application Area
GI Endoscopes, Pulmonary Endoscopes, Urology Endoscopes, Gynecology Endoscopes, Laparoscopes, Arthroscopes and Others Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2013 through 2020 (includes corresponding Graph/Chart)

2. CANADA
A. Market Analysis
Current & Future Analysis
An Overview of GI Endoscopy Devices Market
A Statistical Review of Cancer Incidence in Canada
Table 56: New Cancer Cases in Canada by Gender and Affected Site: 2012 (includes corresponding Graph/Chart)
Table 57: New Cancer Cases in Canada by Province: 2012 (includes corresponding Graph/Chart)
Strategic Corporate Development
B. Market Analytics
Table 58: Canadian Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 59: Canadian Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 60: Canadian 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

3. JAPAN
A. Market Analysis
Market Overview
Current & Future Analysis
Gastrointestinal Equipment Industry to Witness Robust Growth
Graying Population Spurs Growth of Endoscopy Systems
Table 61: Japanese Elderly (65+ Years) Population: 2000-2020 (includes corresponding Graph/Chart)
Competitive Landscape
Key Statistics
Table 62: Leading Players in the Japanese Fiber Scope (Flexible Endoscopes) Market (2014E): Percentage Breakdown of Value Sales for Fujifilm, Pentax/Hoya and Olympus (includes corresponding Graph/Chart)
Table 63: Leading Players in the Japanese Videoscopes Market (2014E): Percentage Breakdown of Value Sales for Fujifilm, Pentax/Hoya and Olympus (includes corresponding Graph/Chart)
Table 64: Leading Players in the Japanese Surgical Endoscopes Market (2014E): Percentage Breakdown of Value Sales for Karl Storz, Olympus, Stryker and Others (includes corresponding Graph/Chart)
Product Launches
Strategic Corporate Developments
Key Players
B. Market Analytics
Table 65: Japanese Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 66: Japanese Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 67: Japanese 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4. EUROPE
A. Market Analysis
Market Overview
Current & Future Analysis
Aftermath of Recession
GI Endoscopy Devices to Witness Growth
Laparoscopic Device Market
Moderate Growth despite Huge Potential
Key Growth Factors
Ageing Demography
An Opportunity Indicator
Table 68: European Country-wise Statistics of 60+ Population as % of Total Population: 2013 (includes corresponding Graph/Chart)
CRC Screening
Leading Growth Contributor
Factors Hindering Growth
Competitive Scenario
Key Statistics
Market by Segment
Table 69: European Market for Endoscopes by Type (2013): Percentage Breakdown of Value Sales for Arthroscopes, Gastrointestinal Endoscopes, Gynecology Endoscopes, Laparoscopes, Neuroendoscopes, Pulmonary Endoscopes and Urology Endoscopes (includes corresponding Graph/Chart)
Competition
Table 70: Leading Players in the European Surgical Endoscopes Market (2014E): Percentage Breakdown of Value Sales for Karl Storz, Olympus, Stryker and Others (includes corresponding Graph/Chart)
Table 71: Leading Players in European Gastro-Intestinal Endoscopes Market (2014E): Percentage Breakdown of Value Sales for Karl Storz, Pentax/Hoya, Olympus and Others (includes corresponding Graph/Chart)
Table 72: Leading Players in European Urology Endoscopes Market (2014E): Percentage Breakdown of Value Sales for Karl Storz, Olympus and Others (includes corresponding Graph/Chart)
Table 73: Leading Players in European Gynecology Endoscopes Market (2014E): Percentage Breakdown of Value Sales for Karl Storz, Olympus and Others (includes corresponding Graph/Chart)
Table 74: Leading Players in European Pulmonary Endoscopes Market (2014E): Percentage Breakdown of Value Sales for Fujifilm, Karl Storz, Olympus, Pentax/Hoya and Others (includes corresponding Graph/Chart)
Table 75: Leading Players in European Arthroscopes Market (2014E): Percentage Breakdown of Value Sales for Conmed, Smith & Nephew, Stryker and Others (includes corresponding Graph/Chart)
Table 76: Leading Players in European Laparoscopes Market (2014E): Percentage Breakdown of Value Sales for Karl Storz, Olympus, Stryker and Others (includes corresponding Graph/Chart)
B. Market Analytics
Table 77: European Recent Past, Current & Future Analysis for Endoscopy Systems by Geographic Region France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 78: European Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 79: European Historic Review for Endoscopy Systems by Geographic Region France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 80: European Historic Review for Endoscopy Systems by Product Segment Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 81: European 14-Year Perspective for Endoscopy Systems by Geographic Region Percentage Breakdown of Dollar Sales for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
Table 82: European 14-Year Perspective for Endoscopy Systems by Product Segment Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
4a. FRANCE
A. Market Analysis
Current & Future Analysis
Growth Drivers and Challenges
France: Embracing New Technology
Major Players
B. Market Analytics
Table 83: French Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 84: French Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$
Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 85: French 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
4b. GERMANY
A. Market Analysis
Market Overview
Current & Future Analysis
Major Players
Key Customers for Medical Equipment in Germany
Challenges to Reckon
Product Launches
Strategic Corporate Developments
Key Players
B. Market Analytics
Table 86: German Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$
Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 87: German Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$
Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 88: German 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
4c. ITALY
A. Market Analysis
Current & Future Analysis
Growth Factors
Key Customers
Major Players
Challenges
B. Market Analytics
Table 89: Italian Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$
Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 90: Italian Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$
Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 91: Italian 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
4d. THE UNITED KINGDOM
A. Market Analysis
Market Scenario
Current & Future Analysis
UK: A Lucrative Market for Foreign Exporters
Major Players
Strategic Corporate Development
Smith & Nephew Plc
A Key Uk-Based Endoscopic Device Manufacturer
B. Market Analytics
Table 92: UK Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$
Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 93: UK Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$
Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 94: UK 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
4e. SPAIN
Market Analysis
Table 95: Spanish Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 96: Spanish Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 97: Spanish 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4f. RUSSIA
A. Market Analysis
Current & Future Analysis
Future Prospects of Arthroscopy Equipment Industry Seems Promising
B. Market Analytics
Table 98: Russian Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 99: Russian Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 100: Russian 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

4g. REST OF EUROPE
A. Market Analysis
Current & Future Analysis
Strategic Corporate Development
B. Market Analytics
Table 101: Rest of Europe Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 102: Rest of Europe Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 103: Rest of Europe 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC
A. Market Analysis
Market Overview
Current & Future Analysis
India & China Offer Significant Growth Opportunities
Rising Healthcare Spending
An Opportunity
Flexible and Rigid Endoscopy Systems in the Region
Aging Populace
Potential Opportunities
Table 104: Over 65 Years Individuals as % of the Total Population in Select Asian Countries (includes corresponding Graph/Chart)
Table 105: Age-wise Breakup of China and India's Population: As of July 2013 (includes corresponding Graph/Chart)
Competition
A Peek into Key Statistics
Table 106: Leading Players in the Asia-Pacific Surgical Endoscopes Market (2014E): Percentage Breakdown of Value Sales for Karl Storz, Olympus, Stryker and Others (includes corresponding Graph/Chart)
B. Market Analytics
Table 107: Asia-Pacific Recent Past, Current & Future Analysis for Endoscopy Systems by Geographic Region
China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 108: Asia-Pacific Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 109: Asia-Pacific Historic Review for Endoscopy Systems by Geographic Region
China, India and Rest of Asia-Pacific Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 110: Asia-Pacific Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 111: Asia-Pacific 14-Year Perspective for Endoscopy Systems by Geographic Region
Percentage Breakdown of Dollar Sales for China, India and Rest of Asia-Pacific Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
Table 112: Asia-Pacific 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

5a. CHINA
A. Market Analysis
Market Insight
Current & Future Analysis
Increasing Expenditure in Chinese Healthcare Sector
Ample Room for Growth in the Chinese Endoscopy Market
Growing Adoption of HD Endoscopes to Promote Robust Market Growth
Chinese Government Acts to Address the Issue of Lower Surgeon Count
Initiatives of Chinese Government
Manufacturers’ Efforts to Fuel Adoption
Competitive Scenario
Olympus Dominates Endoscopy Devices Market in China
Foreign Players Eye the Local Endoscopic Market
Acquisitions and Mergers to Outweigh Other Business Prospects
Strategic Corporate Developments
B. Market Analytics
Table 113: Chinese Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 114: Chinese Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 115: Chinese 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

5b. INDIA
A. Market Analysis
Market Overview
Current & Future Analysis
A High Potential Market
Urology Endoscopic Devices to Witness Growth
Technological Breakthroughs to Add Fillip to the Market
GI Endoscopic Devices Market
India
Factors Propelling Growth
Government Backed Stimulus
Increasing Influx of Private Healthcare Centers
Factors Hindering Growth
De-Merging of Key Players
Dearth of Professionals
A Cause of Concern
Indian Market for Endoscopes
Competitive Scenario
Table 116: Indian Endoscopic Devices Market (2014E): Percentage Breakdown of Value Sales by Segment
Rigid Endoscopy and Flexible Endoscopy (includes corresponding Graph/Chart)
Table 117: Leading Players in the Indian Endoscopy Market (2014E): Percentage Breakdown of Sales for Karl Storz, Olympus, Richard Wolf and Others (includes corresponding Graph/Chart)
B. Market Analytics
Table 118: Indian Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 119: Indian Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 120: Indian 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
5c. REST OF ASIA-PACIFIC
A. Market Analysis
Current & Future Analysis
A Focus on the Vietnamese Endoscopy Systems Market
Current Scenario
Increasing Number of Private Hospitals and Clinics
Challenges
Strategic Corporate Development
B. Market Analytics
Table 121: Rest of Asia-Pacific Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 122: Rest of Asia-Pacific Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 123: Rest of Asia-Pacific 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
6. LATIN AMERICA
A. Market Analysis
Current & Future Analysis
Market Overview
B. Market Analytics
Table 124: Latin American Recent Past, Current & Future Analysis for Endoscopy Systems by Geographic Region
Brazil and Rest of Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 125: Latin American Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 126: Latin American Historic Review for Endoscopy Systems by Geographic Region
Brazil and Rest of Latin American Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 127: Latin American Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 128: Latin American 14-Year Perspective for Endoscopy Systems by Geographic Region
Percentage Breakdown of Dollar Sales for Brazil and Rest of Latin American Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
Table 129: Latin American 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
6a. BRAZIL
A. Market Analysis
Market Overview
Current & Future Analysis
B. Market Analytics
Table 130: Brazilian Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 131: Brazilian Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 132: Brazilian 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)
6b. REST OF LATIN AMERICA
Market Analysis
Table 133: Rest of Latin American Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 134: Rest of Latin American Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 135: Rest of Latin American 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

7. REST OF WORLD
A. Market Analysis
Current & Future Analysis
Product Launches
Given Imaging Ltd.
A Key Israel-Based Endoscopic Devices Manufacturer
B. Market Analytics
Table 136: Rest of World Recent Past, Current & Future Analysis for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)
Table 137: Rest of World Historic Review for Endoscopy Systems by Product Segment
Endoscopes and Visualization Equipment Markets Independently Analyzed with Annual Sales Figures in US$ Thousand for Years 2007 through 2013 (includes corresponding Graph/Chart)
Table 138: Rest of World 14-Year Perspective for Endoscopy Systems by Product Segment
Percentage Breakdown of Dollar Sales for Endoscopes and Visualization Equipment Markets for Years 2007, 2015 and 2020 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE Total Companies Profiled: 101 (including Divisions/Subsidiaries (122)
The United States (45)
Canada (4)
Japan (12)
Europe (48)
France (1)
Germany (32)
The United Kingdom (8)
Italy (2)
Spain (2)
Rest of Europe (3)
Asia-Pacific (Excluding Japan) (8)
Middle East (5)

Ordering:
Order Online - http://www.researchandmarkets.com/reports/344101/
Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- **Product Name:** Endoscopy Systems - Global Strategic Business Report
- **Web Address:** [http://www.researchandmarkets.com/reports/344101/](http://www.researchandmarkets.com/reports/344101/)
- **Office Code:** SCBR9UZI

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 4950</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 6930</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 10 Users:</td>
<td>USD 9405</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 15 Users:</td>
<td>USD 11880</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

- **Title:** [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
- **First Name:**
- **Last Name:**
- **Email Address:** *
- **Job Title:**
- **Organisation:**
- **Address:**
- **City:**
- **Postal / Zip Code:**
- **Country:**
- **Phone Number:**
- **Fax Number:**

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card:
   You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check:
   Please post the check, accompanied by this form, to:
   Research and Markets,
   Guinness Center,
   Taylors Lane,
   Dublin 8,
   Ireland.

☐ Pay by wire transfer:
   Please transfer funds to:
   Account number 833 130 83
   Sort code 98-53-30
   Swift code ULSBIE2D
   IBAN number IE78ULSB98533083313083
   Bank Address Ulster Bank,
   27-35 Main Street,
   Blackrock,
   Co. Dublin,
   Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World