ziehm imaging

Press Release

Ziehm Imaging Corporate Communications
miriam.floericke@ziehm-eu.com
Tel: +49 911 2172 353
Fax: +49 911 2172 390

ECR 2008: Excellent social commitment – Ziehm Imaging has been awarded further distinction for the company's social commitment.

Nuremberg/Vienna, March 7, 2008 – Ziehm Imaging, the leading provider of mobile x-ray based imaging solutions has been awarded for its social commitment in the beginning of this year 2008. The well-known foundation from the German publishing and media affiliated group Bertelsmann AG honoured the project "ZielPunkt – Die Bewegung für Dich" within the scope of the initiative "Unternehmen für die Region".

"ZielPunkt – Die Bewegung für Dich" is a dance pilot project, which is held instead of regular sports lesson in the 7th grade of the Thusnelda comprehensive school in Nuremberg. The aim of the ballet master Klaus-Peter Rilling - owner of the dance school Rilling A.R.T. - is to teach teenagers from comprehensive schools in Germany, virtues such as communications skills, self-confidence and motivation. Dancing, drama classes as well as speech training are tactics in order to strengthen their belief in themselves and to prepare them for the competition after leaving school for employment, where they compete against pupils from better situated grammar schools. The positive results were highly visible: According to the class teacher not only the grades of four-fifth of the pupils improved but also the social and conflict competency increased significantly. "ZielPunkt – Die Bewegung für Dich" is one of the ten projects among more than 800 applications, which has been chosen and awarded by the Bertelsmann foundation.

Ziehm Imaging supports the idea in terms of financial aid, the supply of marketing and PR-material as well as individual internship programs to give pupils the opportunity to make first steps in their future working lives. In cooperation with the market research institute ForschungsWerk as well as the dance school Rilling A.R.T, Ziehm Imaging has founded the incorporated society "ZielPunkt – Die Bewegung für Dich" with the intention to collect more aid money from other committed companies in order to train and finance unemployed dance teachers and artists for further projects at other comprehensive modern schools and to franchise this successful example of the Thusnelda school.

Furthermore, the pupils within this project need more opportunities for internships in companies as these programs help them to experience the reality of the job market, to

find out their professional perspectives after leaving school as well as to apply their "acquired" manners and skills from the dancing classes in working life.

"Sustainability as well a personal interest and high motivation for this idea are the most important motives of this project", says Stefan Gutsch, Managing Director of Ziehm Imaging GmbH. "We believe in 'ZielPunkt – Die Bewegung für Dich' and will continue to support this concept as well as try to establish it in other schools around Bavaria. But in order to be successful we are reliant on further aid money".

The ForschungsWerk GmbH emphasis the success of "ZielPunkt – Die Bewegung für Dich" by evaluating scientifically the development of the pupils and the project in cooperation with the socio-scientific faculty of the University of Erlangen.

For further information please contact Ms. Miriam Floericke, executive of "ZielPunkt - Die Bewegung für Dich e.V.".

About Ziehm Imaging

Ziehm Imaging specializes in the development, manufacturing and worldwide marketing of mobile x-ray-based imaging solutions. The company has been market leader in Germany for more than seven years as well as in many other European countries. Today, Ziehm Imaging is a global systems provider, employing over 250 people worldwide. Extensive in-house development know-how is reflected in the Ziehm C-arms' high medical imaging performance, intelligent generator technology, significant dose savings and seamless digital network integration. Building on competence and creativity, as well as continuous dialog and close cooperation with renowned universities, research centers and hospitals, Ziehm Imaging has developed groundbreaking technologies that have made the company a global trendsetter in intelligent interventional imaging. Ziehm Imaging products are known for their outstanding versatility and their easy handling for a wide variety of medical applications. In addition, they offer seamless integration into existing IT environments for digital image data acquisition, image evaluation and image management. For more information, visit: www.ziehm.com

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