

Gold Standard Phantoms Announces Strategic Partnership with NordicNeuroLab to Enhance MRI Research and Clinical Radiology

Sheffield, 7th November 2023

Gold Standard Phantoms, a pioneer in the production of high-precision MRI phantoms, is thrilled to announce its strategic collaboration with NordicNeuroLab, a global leader in MR-conditional medical equipment for functional MRI studies. This partnership marks a significant milestone in the field of MRI research, clinical radiology, and neuroscience.

The partnership between Gold Standard Phantoms and NordicNeuroLab is poised to greatly benefit researchers, clinicians, and technicians working in these critical domains. Specifically, this collaboration will facilitate the provision of fMRI phantoms by Gold Standard Phantoms to NordicNeuroLab's partners and clients. These phantoms play a pivotal role in ensuring the quality assurance and performance assessment of MR scanners, a fundamental aspect of MRI research and clinical practice.



George Georgitsis, Director of Business Development for Gold Standard Phantoms, expressed enthusiasm about this collaboration, stating, "This is a great opportunity for Gold Standard Phantoms to enter the clinical market, as NordicNeuroLab is an established leader in providing MRI equipment and services to hospitals worldwide. NordicNeuroLab defines the field of functional MR imaging, offering integrated hardware and software solutions for clinical fMRI, and we are excited that our phantoms are now part of their product and service catalog."

Thomas Omdahl, CEO at NordicNeuroLab, stated about the partnership, "We are thrilled to join forces with Gold Standard Phantoms to provide our customers access to their top-tier MRI phantoms. This collaboration aligns perfectly with our commitment to promoting the adoption of fMRI in clinical practice, enabling us to offer more comprehensive and reliable products to our clients."

About Gold Standard Phantoms

Gold Standard Phantoms is a dynamic spinout company from the renowned University College London's Institute of Neurology. Their mission is to revolutionize medical imaging by bridging the gap between pattern recognition and precise scientific measurement. Through strategic collaborations with clinicians, radiographers, radiological societies, imaging manufacturers, pharmaceutical companies, and regulatory bodies, they offer a comprehensive solution for maintaining standards in quantitative medical imaging. Learn more at www.goldstandardphantoms.com.

About NordicNeuroLab

NordicNeuroLab is the leading global producer of MR-conditional medical equipment for functional MRI studies, used for pre-surgical assessment and research into various neurological conditions and processes. The company is dedicated to developing and commercializing solutions for functional imaging to improve patient care and clinical efficiency. Additionally, NordicNeuroLab is emerging as a global leader in MR patient comfort solutions and is entering the MR image-guided segment with displays and communication systems for use in the MR environment. Learn more at www.nordicneurolab.com.