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**Description**



**Abstract**

In vivo optical molecular imaging (OMI) is poised to move into clinical use as one of the key tools in personalized medicine, complementing more established imaging tools such as CT and MRI. Growth of equipment sales is on track to reach \$400 million in 2014 and nearly \$1 billion by the end of the decade. However, this strong growth hinges on partnerships with key medical equipment vendors, the outcomes of clinical trials assessing imaging agents, regulatory approvals, patent litigation, and decisions about insurance reimbursement. These are some of the findings in this new report, the first ever to cover this emerging technology.

Optical molecular imaging is an attractive and cost-effective tool for examining and monitoring disease states and to determine a drug's effectiveness in living tissue. Highly portable, fast, and less expensive than conventional imaging technologies, it has the potential to bring sophisticated diagnostics right to the doctor's office. When coupled with more traditional imaging tools such as CT and MRI, optical imaging adds an unprecedented degree of quantification and specificity to the healthcare decision-making process.

The market will likely expand in two complementary directions: research systems and clinical systems. The research market will continue at a steady pace as OMI approaches become more widely used for drug discovery and preclinical studies. Recent advances in imaging agents will power the transition of optical techniques from the lab to clinical settings. Cameras and optical filters will also be integral components of the clinical devices.

Large imaging firms, such as GE Healthcare, Siemens, and Philips, are beginning to pursue optical molecular imaging, while over 12 companies are already marketing OMI systems.

This new report - the first to cover this emerging segment of optical systems - discusses the market opportunities, technology trends, leading system vendors, and key factors that will influence the market as the optical technique is used more broadly. Strategies Unlimited has a reputation for providing deep and trustworthy reporting on complex markets. The report adds to the Strategies Unlimited portfolio of market reports on optical components and systems, including a related report on Optical Coherence Tomography (OCT), as well as reports on image sensors, laser applications, and lighting systems.

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