

# WIPO Honours PONS with Global Accolade for Innovation and IP Excellence

*Pioneering Ultrasound Imaging with AI, Medtech company PONS, selected from over 660 applicants to emerge as a winner of the coveted WIPO Global Awards for 2024*

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[/EINPresswire.com/](https://www.einpresswire.com/) -- PONS, a company pioneering ultrasound imaging by an integrated navigation and image

enhancement with [AI](#) driven characterization feature for mobile ultrasound [technology](#), has been chosen as one of

the top nine companies globally to receive the esteemed WIPO Global Award from the World Intellectual Property

Organization (WIPO). This prestigious prize acknowledges PONS's dedication to innovation and serves to recognise the company's robust intellectual property (IP) foundations.

The WIPO Global Awards spotlight the achievements of small and medium-sized enterprises (SMEs) that have achieved commercial success and innovation by strategically utilizing IP rights. PONS's inventive approach to making ultrasound

imaging accessible and affordable for all and IP protection has enabled the creation of technologies that address

pressing biggest problems in healthcare which is the limited amount of diverse data available on



smart ultrasound



PONS imaging pods for ultrasound imaging

disease progress resulting in accessibility to medical imaging challenges in rural and low-income communities, earning the company this distinguished honour.

"We are thrilled to receive this prestigious accolade from the WIPO," said Soner Hacıhaliloğlu, Founder & CEO of PONS. "Our team's unwavering commitment to advancing Healthcare through cutting-edge technologies and our robust IP strategy have played pivotal roles in driving our company's growth and achievements. This award validates our efforts and underscores our pride in belonging to a community that values

PONS logo



the critical role of IP rights in driving innovation."

"The WIPO Global Awards acknowledge the pivotal role that SMEs like PONS play in catalysing innovation and fuelling economic growth," said Mr. Marcelo Di Pietro, Director WIPO Awards. "PONS's success stands as a powerful testament to how leveraging IP rights can lead to both commercial success and transformative societal impact. We extend our heartfelt congratulations to PONS on this well-deserved award and eagerly anticipate their continued contributions to the digital health industry."

## About PONS

PONS develops artificial intelligence models to enhance ultrasound imaging, unveiling visual insights invisible on conventional devices. Our deep learning algorithms elevate risk assessment of disease progress happening outside the hospital settings and our patented image enhancement system increases basic ultrasound images to provide expert-level scan resolution, tissue contrast, and noise reduction without requiring expensive new hardware. This amplifies

ultrasound's power for early disease detection and preventive screening globally.

## About the WIPO Global Awards

The WIPO Global Awards recognize small and medium-sized enterprises (SMEs) that have successfully leveraged IP rights to drive innovation and commercial success. The awards are presented by the World Intellectual Property Organization (WIPO), a specialized agency of the United Nations

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