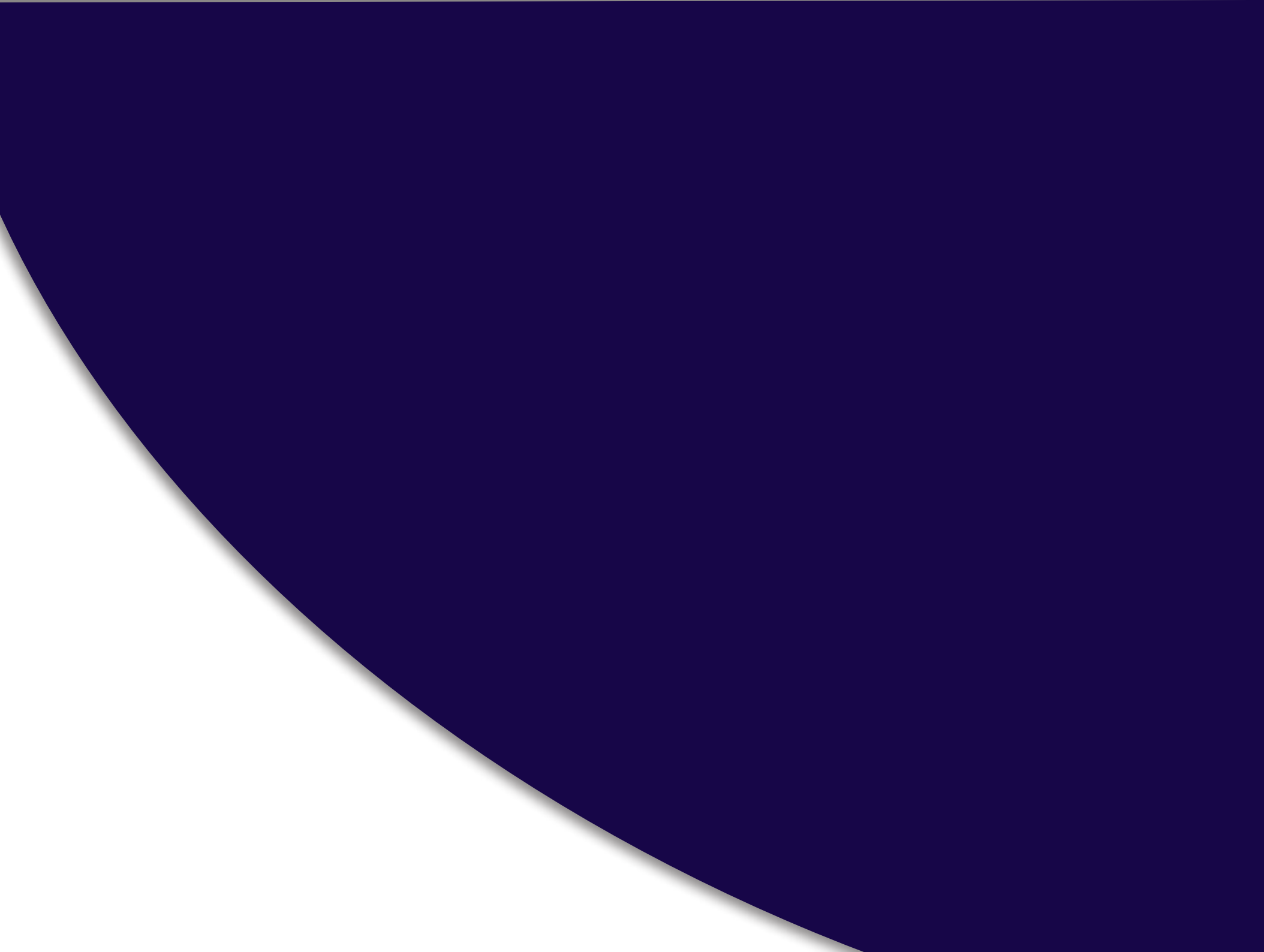




**DEKA**  
Innate Ability



**DEKA**  
Innate Ability



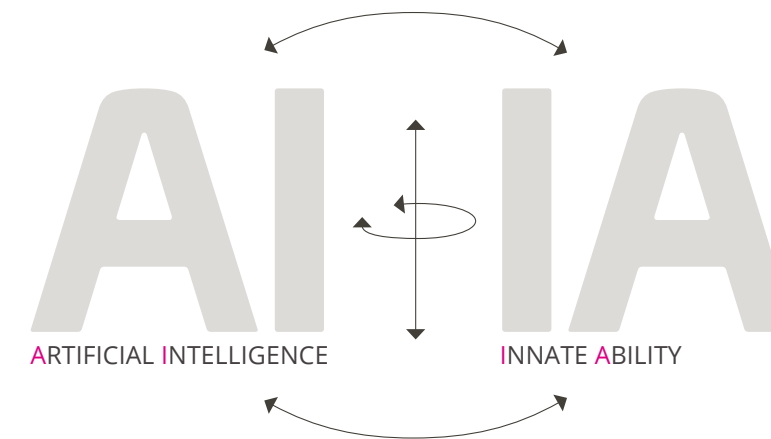
#### BEFORE AI WE USE IA

### DEKA's Innate Ability

*Innate Ability* is DEKA's answer to the juxtaposition between man and machine, between the digital world and physical world, and between the propensity for speed and the need for manual skill.

While the whole world is talking about emerging technologies - such as Machine Learning and *Artificial Intelligence* - we, with a mix of anticipation and trepidation, are decoding the future and the present with our *Innate Ability*, constructed from the solid mix of experience, skill and talent that permeate our very nature; a reliable mix that is difficult to replicate in other worlds and contexts.

With Innate Ability we have been working for decades to support the doctor and his reputation, making life easier for doctors and patients all over the world with high performance, efficient and safe solutions. Before AI we use IA, our human Innate Ability.





1990

- Development of CO<sub>2</sub> laser systems for gynaecology.
- First short-pulse Nd:YAG laser

1995

- First long-pulse Nd:YAG laser
- Patent of the first laser system for Laserlipolysis (SmartLipo®)

2000

- Patent of the IPL pulsed light technology (Photosilk)
- Launch of the first MEL@308 nm source (Excilite)

2005

- First CO<sub>2</sub> fractional laser (DOT Therapy and Madonna Lift)
- Launch of the first CO<sub>2</sub> vaginal treatment (MonaLisa Touch®)

2010

- MoveoTechnology: first multipass Alex laser for hair removal

2015

- Launch of Coolwaves® first microwave for body contouring (Onda)
- Launch of vaginal RF single-use handpiece

2020

### EXPLORE THE PAST

## The DEKA Story

Our story begins in the early '90s. It is the story of three decades of experimentation and innovation, comprising people, researchers and scientific discoveries that have created real benefits for doctors and patients all over the world

### FROM THE BEGINNINGS The same pioneering spirit. Since 1991

Since almost 30 years DEKA has been innovating the world with medical laser systems and new therapies. Improving the work of doctors and the well-being of their patients is the commitment that our founders continue to honour, today as they did in the past.





#### GROWING UP

## A Landscape Full of Achievements

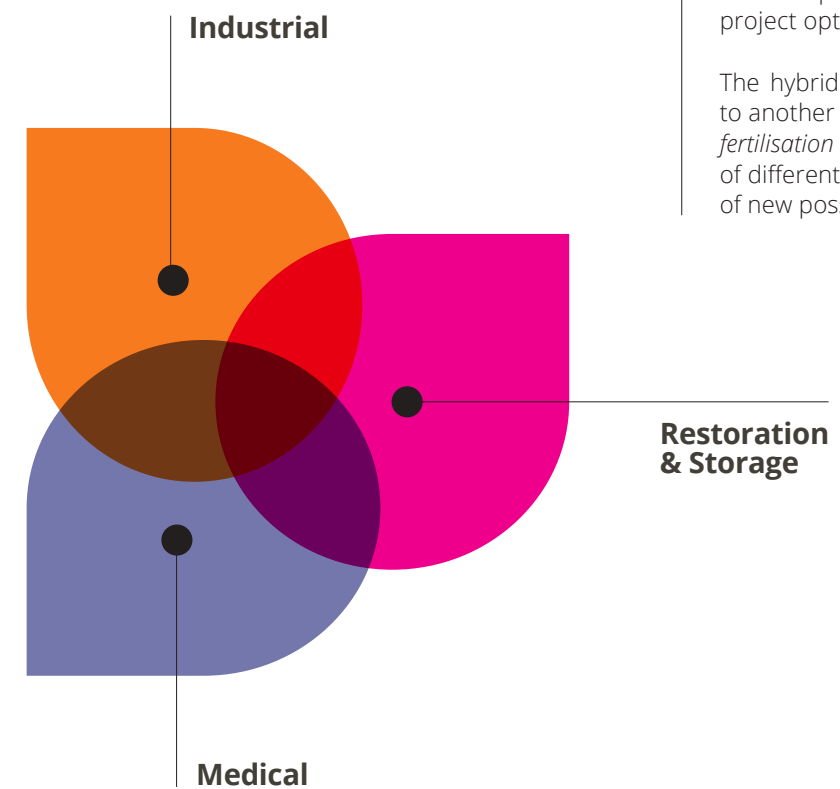
With the same collaborative and open innovation approach as the El.En Group to which it belongs, DEKA produces its own technology and multidisciplinary know-how with innovative laser sources and systems for the medical sector, and over the years has become a reference point for scholars and scientific researchers, who have always been involved in the clinical trials and in national and international research projects.

#### CROSS FERTILISATION

## Success Soars Better Shared

As part of the El.En ecosystem, a group of companies active since 1981 in the field of lasers for medicine, industry and conservative restoration, DEKA absorbs knowledge from the most disparate fields in terms of innovation, efficiency and project optimisation.

The hybridisation of knowledge from one industrial segment to another adds competitive advantage. The dynamics of cross *fertilisation* stimulate new ideas and allow the ongoing sharing of different skills and approaches, so providing the exploration of new possibilities beyond our everyday practices.





#### OBTAINING THE UNOBTAINABLE

## DEKA as a Vibrant Epicentre

Present in more than 80 countries, DEKA has always been an epicentre of innovation for the entire global medical sector: unprecedented applications and systems for medicine, surgery and aesthetic dermatology, that have opened up new horizons of care, take shape every day in our laboratories.

Among the most used:

- **SmartLipo**
- **MonalisaTouch**
- **Coolwaves for the treatment of localised adipose tissue.**

Visit our website [www.dekalaser.com](http://www.dekalaser.com) and find out how DEKA creates positive changes for customers all over the world.

#### GIVING BACK IS IMPORTANT

## 'Cause Physicians Are Our Ambassadors

**Doctors and surgeons** are our first brand ambassadors as well as our main source of inspiration and evolution.

They help us to imagine and improve their future. This is why we have a long history of collaboration with prestigious professionals, and dedicate events, apps, assistance and exclusive resources to doctors.

Find out on our website how to register with **DEKA Club** and participate in the user-workshops of our very popular **Academy**, whose beating heart is in Florence and which prepares the trainers and specialists who animate our training events all over the world.

• **DEKA Club**

• **Academy**





NOWADAYS SOLUTIONS

## We Are Still on the Journey

From our R&D units emerge increasingly high-performance workstations and unprecedented medical treatments that are transformed into applications of choice.

Check out the full range on [www.dekalaser.com](http://www.dekalaser.com) and browse the attached technical sheets to view our top seller solutions.



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Innate Ability



# DEKA

Innate Ability

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