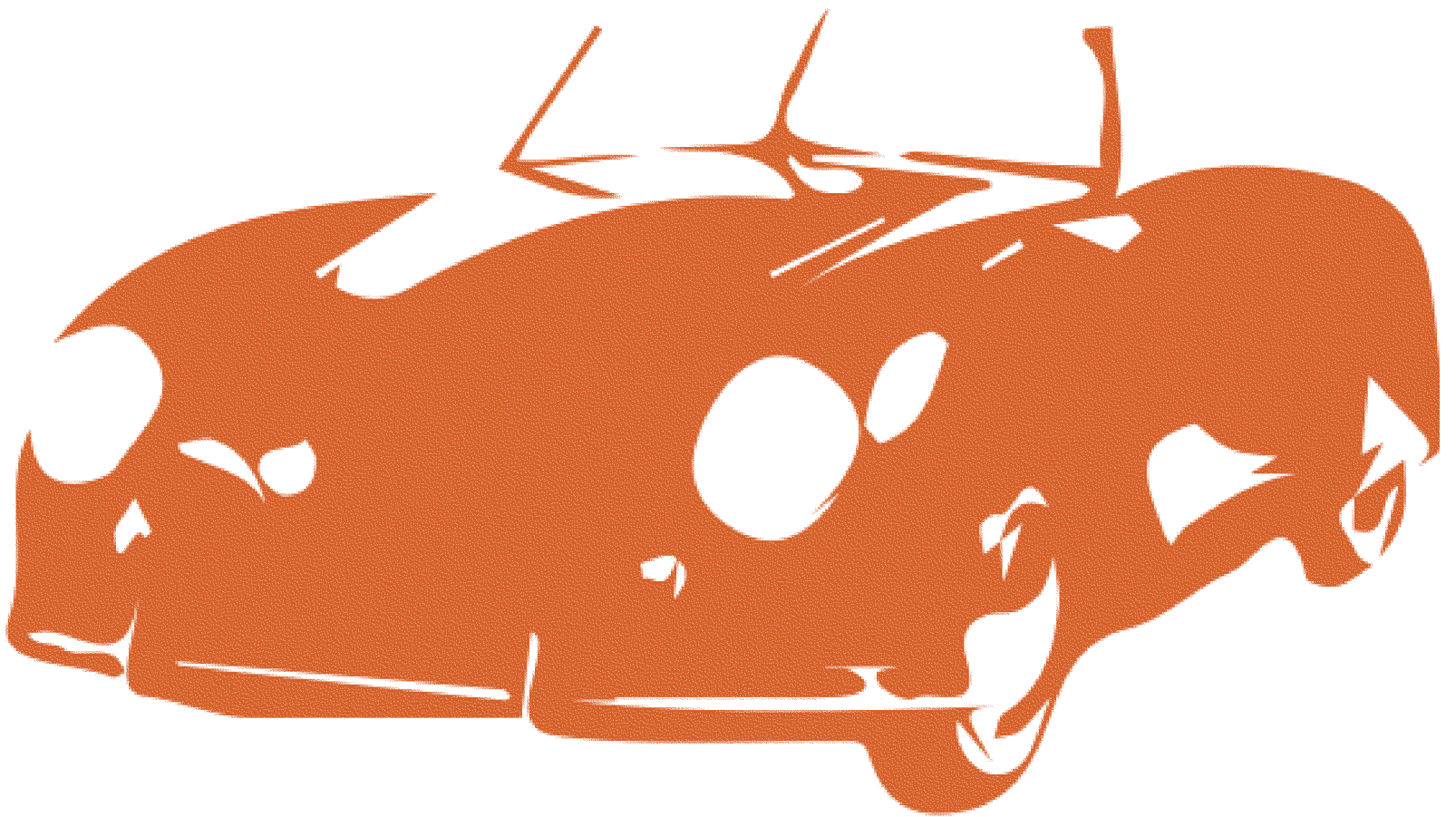


Who invented it?

30
YEARS
1st DERMATOSCOPE



What Ferdinand Porsche and He



“I could not find quite the sports car I dreamed of. So I decided to build it myself.” Ferdinand Porsche

Perhaps what they have in common is their entrepreneurial qualities. And their love of perfection. In any case, both company founders each invented a new category. The ultra-light sports car on the one hand, and the first dermatoscope

that increased the accuracy of dermatological examinations from 55 % to 90 % on the other. The latter also laid the foundation for skin cancer screenings. The story of the first dermatoscope goes like this: In 1989, Helmut A. Heine, the

founder of our company, thought that one of his wife’s birthmarks looked peculiar. Being the gentleman that he was, he accompanied her to the dermatologist. The dermatologist took a quick glance at it and said, ‘No problem’.

Imut A. Heine have in common.



“When I realised that dermatologists looked at peculiar birthmarks with nothing but the naked eye, I built the first dermatoscope.”

Helmut A. Heine

Our company founder was stunned. How could the doctor come to that conclusion without performing a precise examination? The accuracy of a diagnosis made based on an ‘assessment’ such as this one was around 55 %.

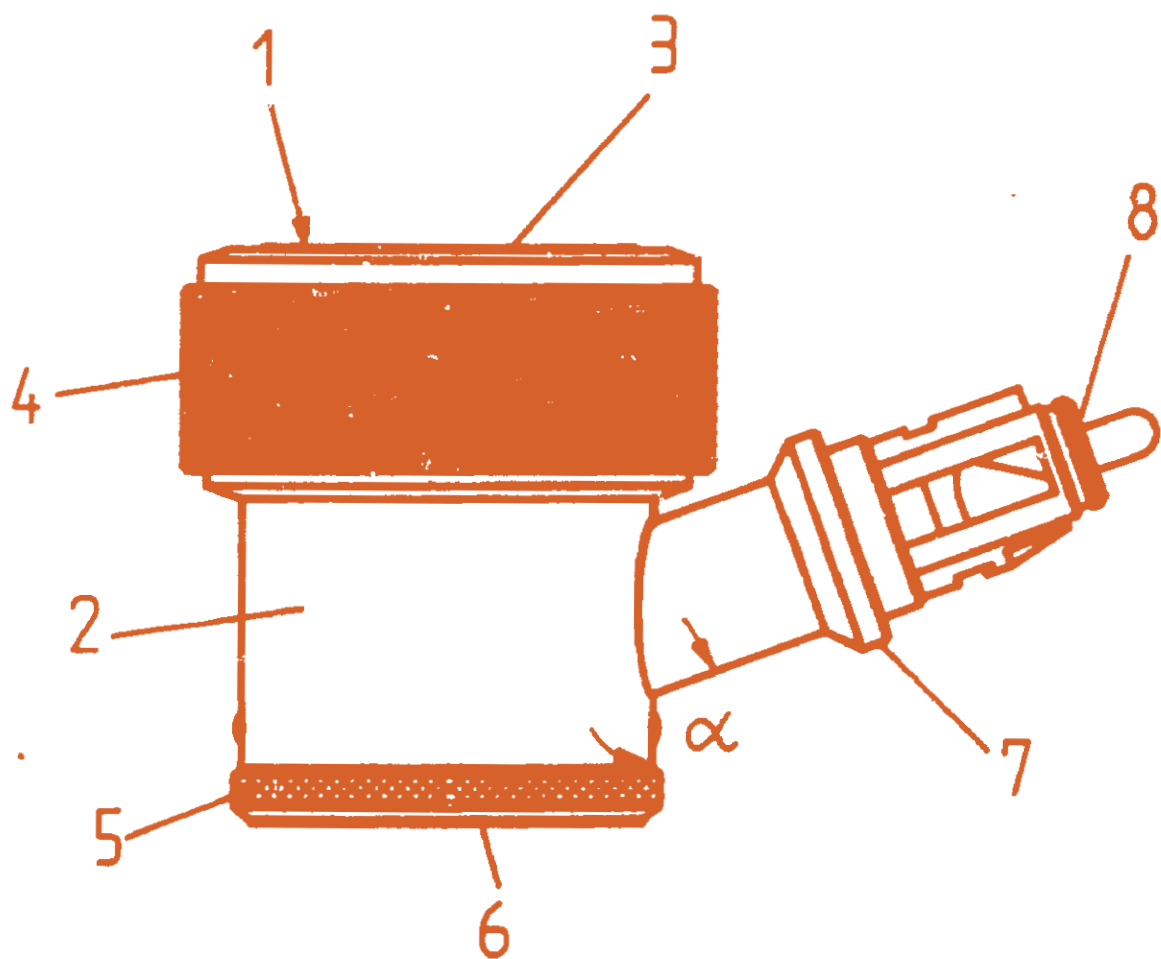
That wasn’t enough for Helmut A. Heine. Through working together with the University of Munich’s

Dermatology Clinic, he found out that much more information is stored in the structures under the epidermis, the outermost layer of the skin. This ultimately resulted in HEINE Optotechnik and Professor Otto Braun-Falco developing the first dermatoscope, DELTA 10, which increased the accuracy of diagnosis to 90 %.

19 BUNDESREPUBLIK DEUTSCHLAND



Fig. 1



Since 1989, dermatologists have been seeing birthmarks in a completely new light: HEINE invents the first dermatoscope.

It was an exciting event for Elsa Plötz. She had only begun her career as a young drafter with HEINE when the first patent application was filed. This meant that she had to depict as accurately as possible what the developers had conceived. When the patent was granted, Elsa was not the only one to be as proud as punch. Everyone at HEINE was, too.

After all, the DELTA 10 wasn't just a new instrument, but a whole new kind of diagnostic device.

Later, it became almost routine. HEINE Optotechnik receives one patent after another for its good, sometimes even ground-breaking ideas.

If you consider that in Germany alone, some 20,000 patients per year are diagnosed with an early stage of skin cancer, with over 3 million diagnoses in the world, you could definitely call this a notable invention. How many lives do you think have been saved since then?



8 grapefruits weigh approximately 2 kilograms. And that's about as much dead skin every person carries around with them. In turn, skin regenerates itself every 30 days.



Each one better than the last.

Much has changed since the DELTA 10. Brighter, larger, sharper, smaller, lighter, but in any case better than its predecessor. Now, two more dermatoscopes are about to see the light of day and one thing is clear: they're sure to be better than anything before them.



DELTA 10

1989



Dermaphot

1993



mini 2000

1997



alpha

2002



DELTA 20

2003



mini 3000

2007



DELTA 20 Plus

2013



NC1

2015



DELTA 20T



iC1

2016



NC2

2018

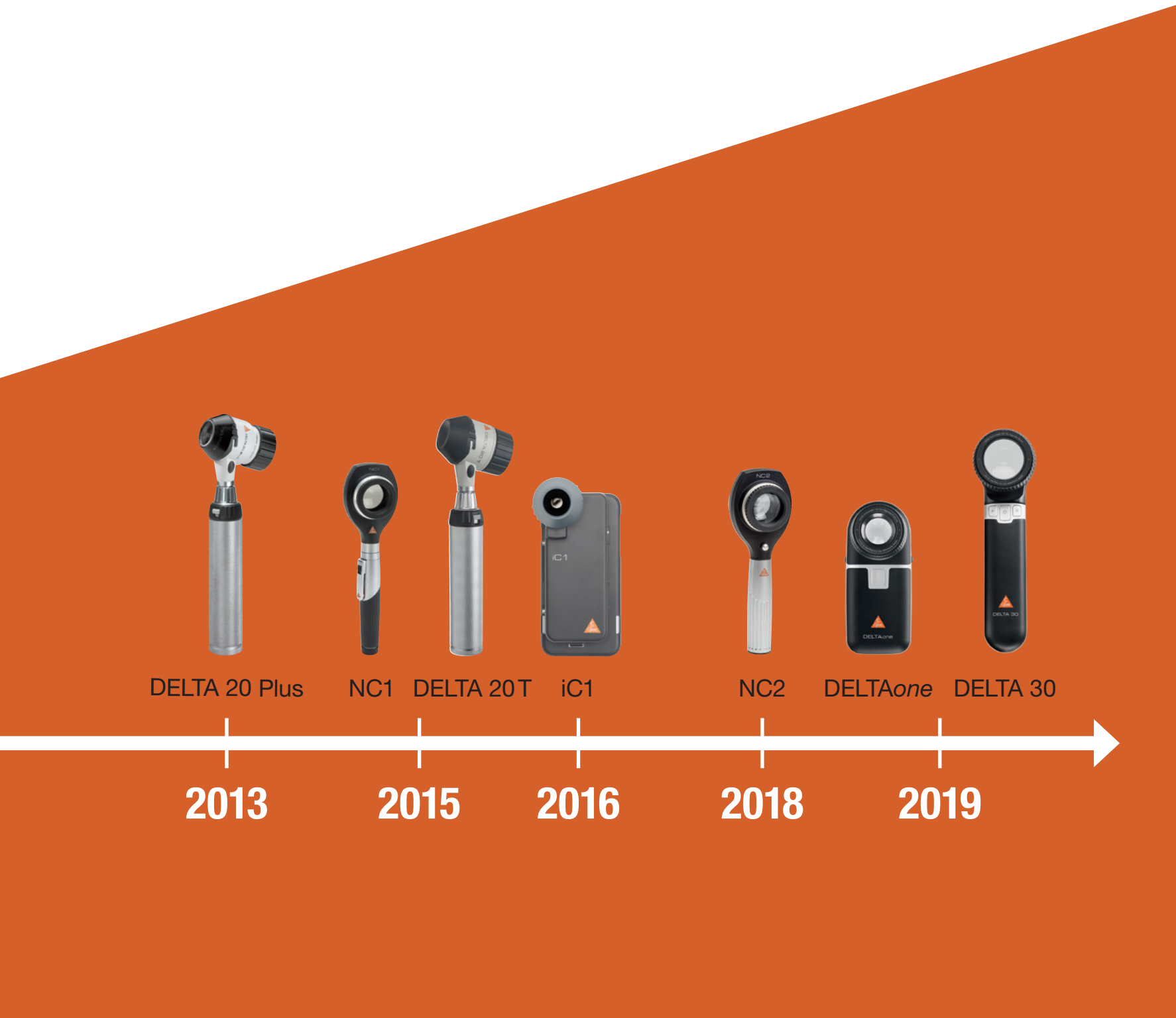


DELTAone

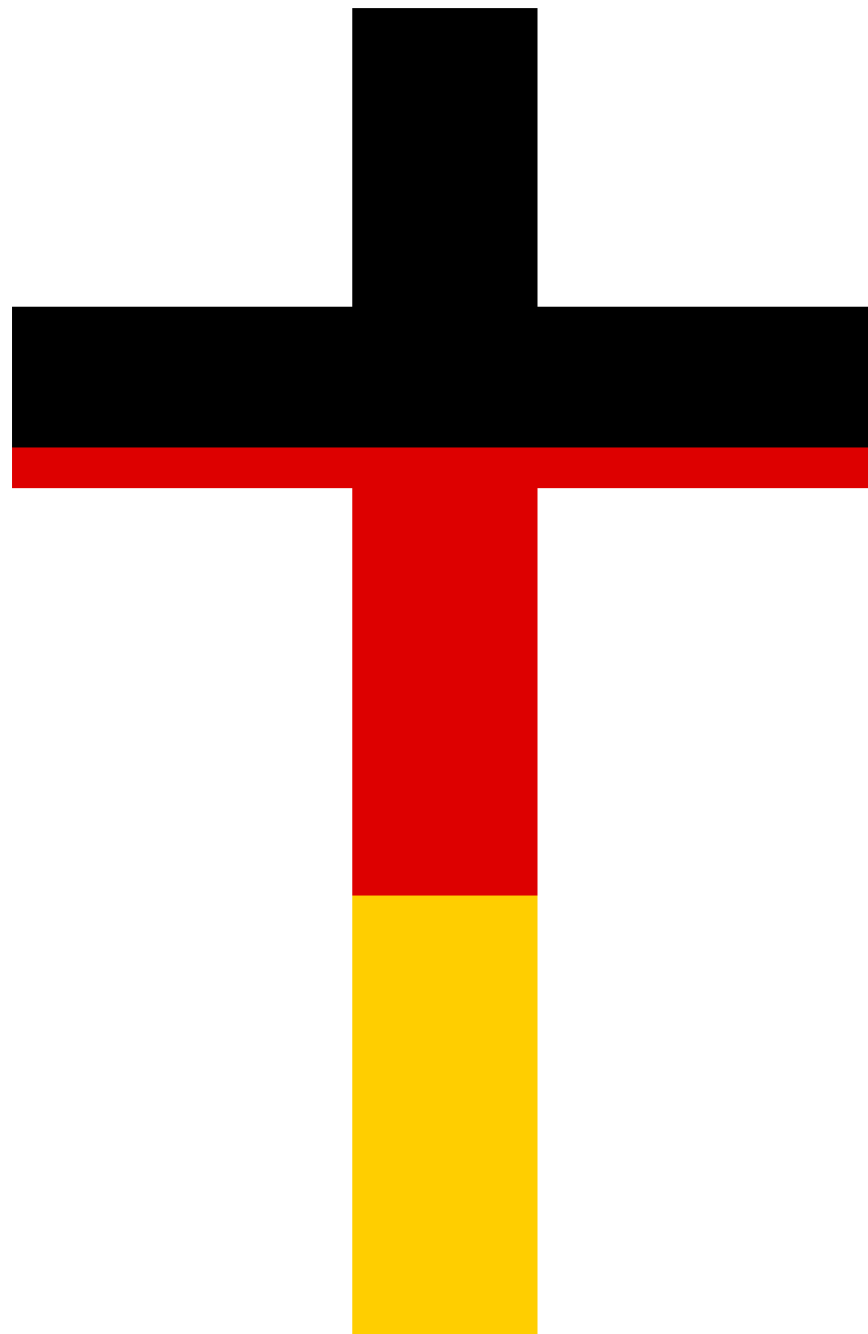
2019



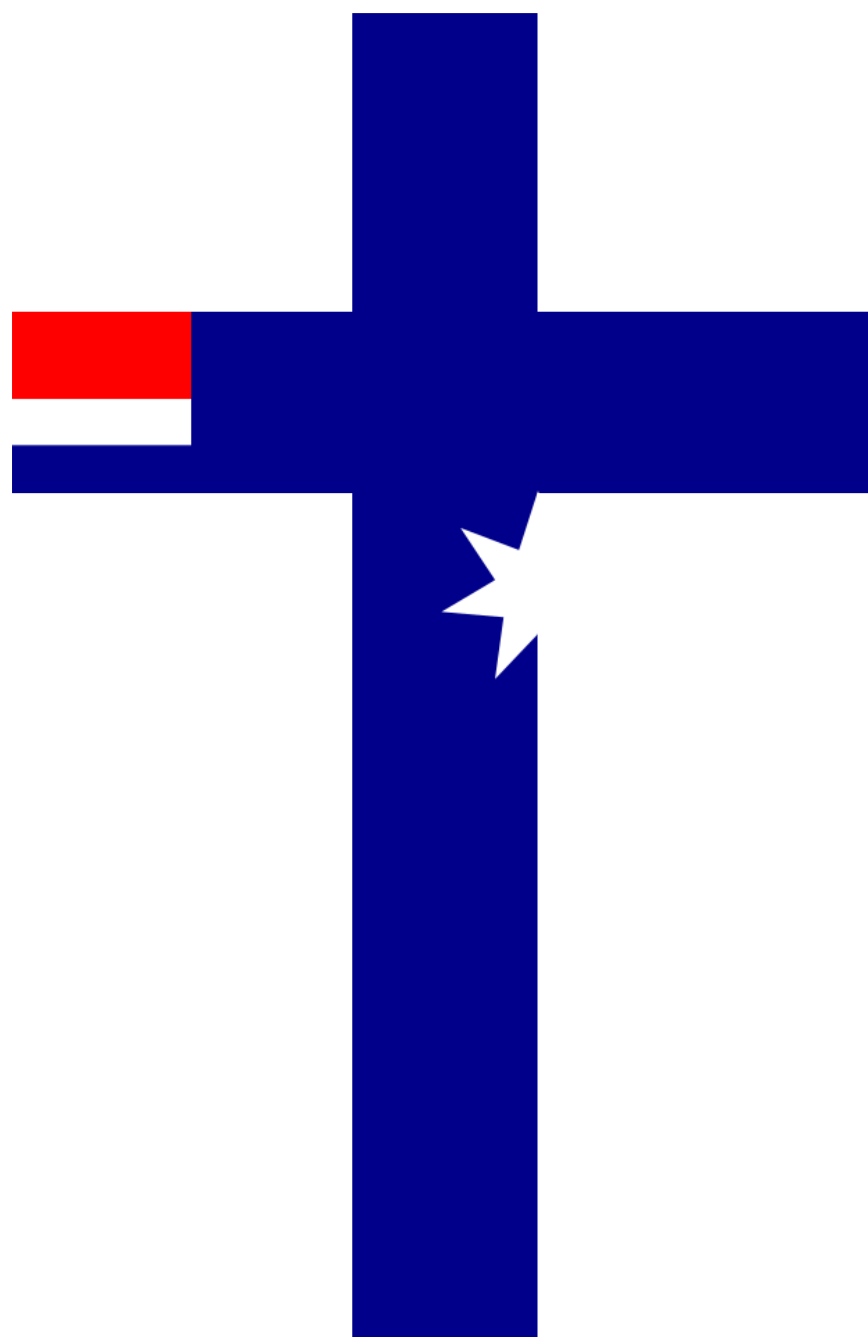
DELTA 30



In Germany, about one person in
500 is affected by skin cancer.



In Australia,
it is as much as one in 50.





**If there's
something
to discover,
you'll be sure
to see it.**

The new HEINE DELTA 30. You could buy it because of its looks.

Not only would our new high-end dermatoscope win any beauty pageant; it also stands out due to the best imaging we've ever developed. And all that when its real field of view measures a veritable 30 millimetres. We say real because some of our competitors like to indicate the lens diameter, which turns out to be deceptive, as the field of view is significantly smaller in reality. On top of that, it has an unprecedented colour rendering, in LED^{HQ}, of course. Polarisation provides glare-free and non-reflective working conditions. This is only possible due to the new HEINE optical system, the first of its size to be installed. Above all else, it is comfortable to operate with its angled, ergonomic design and intuitive control. With the (also brand new) adapter, establishing a connection to an iPhone* is as easy as pie, so the images can be saved digitally with the exclusive HEINE DERM app. A wireless connection to the HEINE Cube System** can be established too. Please feel free to take a look, you're certainly in for a surprise.

Or because of its optics.



UVA

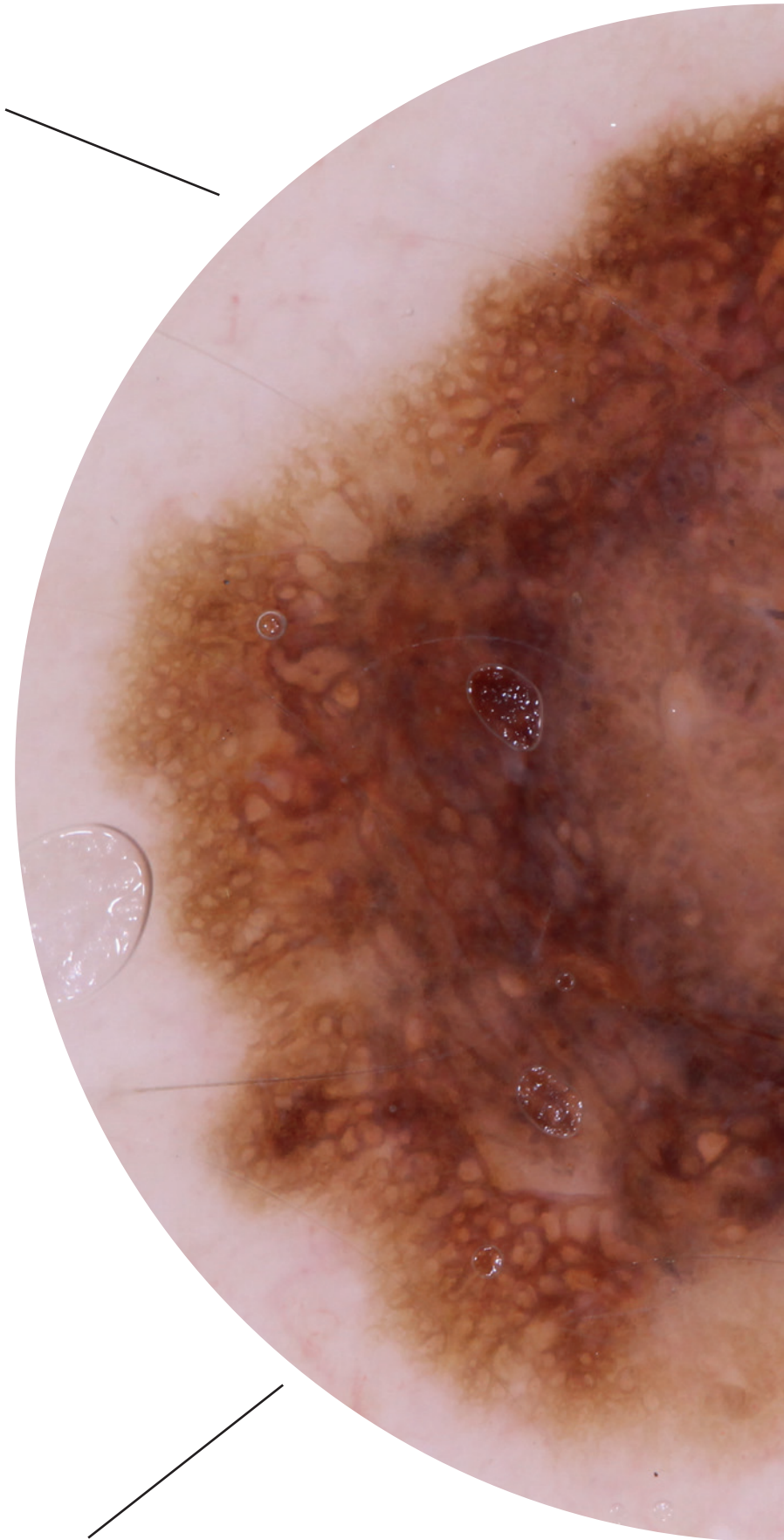
These are the long-wave sunrays; they penetrate deep into the skin. They tan, but they also cause the skin to age faster. This radiation is the typical radiation given out by sunbeds.

SPF +2

Eating carrots can increase your natural sun protection factor by up to two points.

11 am – 3 pm

Take a leaf out of the Italians', Greeks' and Spaniards' book. Avoid the time when the sun's rays are at their strongest by enjoying pizza, pastitsio, paella or a siesta, rather than the beach and the ocean.



UVB

These are medium-wave radiation. While such radiation does indeed protect the skin in small doses, in larger quantities it causes sunburn, which unfortunately also makes it a risk factor for the development of skin cancer.



One in three

One third of cancer diagnoses in the world are with skin cancer.

ABCDE

The ABCDE rule is a rule of thumb for assessing pigmented lesions. It can provide an indication as to whether a pigmented lesion may be malignant. Find out more at heine.com in the Dermatology section.



**Small
on the
outside,
huge on
the inside.**

Mobility and quality have now become *one*. The new HEINE DELTA*one*.

Small on the outside, huge on the inside – optical premium quality has never been handier. The crystal-clear image was accomplished using the unequalled new achromatic HEINE optical system. And what's more, it also has extraordinary colour rendering due to the quality of our LED^{HQ}. Because skin cancer screenings in particular depend on minute colour shades in red, brown and even blue. Examinations are now particularly comfortable due to the polarisation allowing doctors to work glare-free and without disrupting reflections. The highlight: no matter what distance you prefer between your eyes and the eyepiece while working, the image is almost distortion-free. These three features – clarity, LED^{HQ} and non-reflective working – are what turn the DELTA*one* into a vital tool to carry in your pocket wherever you go. Of course, the DELTA*one* can also be used with an iPhone* for digital image documentation. All you need to do is download the exclusive HEINE DERM app, and you're good to go: Creating and managing patient files and saving pictures. And what's more, it has a field of view of 21 mm, custom light intensity in 3 degrees of luminous intensity and a maintenance-free dustproof design. And of course the toggle function for switching between polarised and non-polarised light. Once you have picked it up, you probably won't want to put it down again.



Not wanting to toot our own horn, over the world a chance to speak.

We've received congratulations from all over the world on the occasion of the 30-year anniversary of the invention of the first dermatoscope. What follows is but a small extract.

**Professor Scott W. Menzies, MBBS, PhD,
Discipline of Dermatology, Sydney Medical
School and Faculty of Medicine and Health,
The University of Sydney (Australia)**

"I started dermoscopy in 1990 using the HEINE DELTA 10 while collecting photographic images of all biopsied lesions using the HEINE Dermaphot attachment. We knew a little from the published literature but had to make most of our observations from scratch. Since that time, with some modifications, this instrument has become the stethoscope of dermatology."

**Professor Dr Andreas Blum,
M.Sc. DermPrevOncol,
Konstanz (Germany)**

"Congratulations to HEINE on this anniversary. Without the dermatoscope, our work today would be much poorer in terms of diagnosis and content."

**Dr Jaideep Bhat, MBBS, MD, FRCP, Consultant
Dermatologist, University Hospitals Birmingham (UK)**

"Congratulations on celebrating the 30th anniversary of HEINE dermatology and such a long track record of innovation and expertise. I have had an excellent experience from HEINE Dermoscopes especially the previous version of the DELTA 20 which I own. It is invaluable in my clinics and I would find it impossible to safely conduct my specialist skin cancer clinics without it on my table."

**Aimilios Lallas, MD, MSc, PhD,
Aristotle University, Thessaloniki,
General Secretary of the
International Dermoscopy Society
(Greece)**

"Our 'stethoscope' is now almost 30 years old and to celebrate its birthday we owe an acknowledgment to those who invented it, those who improved it and continue to evolve it, those who provide it to clinicians throughout these decades. [...]. So, thank you HEINE people for all these years and thank you for continuing to positively surprise us with your products!"

Professor Iris Zalaudek, MD, Head of the Dermatology Clinic University of Trieste (Italy)

"I consider dermoscopy a real revolution in medicine, first of all simply because it allows you to diagnose skin cancer at a very early stage, when the tumor is absolutely curable. The invention of the first dermatoscope by HEINE has changed our daily practice not only for the diagnosis of melanomas, but also of many other diseases [...]. I learned the dermoscopy technique with a HEINE dermatoscope, and without a dermatoscope I now feel blind!"



we'll give dermatologists from all



**Professor Cliff Rosendahl, MBBS PhD,
Primary Care Clinical Unit, Faculty of Medicine,
The University of Queensland (Australia)**

“I congratulate the HEINE team, as I congratulate all manufacturers of quality dermatoscopes, for their pioneering work in designing and improving on what is now an essential tool for anyone involved in the diagnosis and management of skin cancer and melanoma.”

Dr Ines Brautzsch, Dermatologist (Germany)

“We congratulate you as the developer of the dermatological handheld dermatoscope on its 30th anniversary. Today the dermatoscope is so essential that it is impossible to imagine the dermatologist’s hand without it. It belongs to the dermatologist as much as the stethoscope belongs to the young physician”.

**Professor Giuseppe Argenziano,
Head of the Dermatology Unit
at the University of Campania,
Naples (Italy)**

“Dermoscopy changed our life, the life of every single dermatologist! Not only because it made us much more confident about diagnosis of skin cancer, but also because made us more confident about diagnosis of any skin condition! It is a real pleasure to attest my gratitude to HEINE for having contributed to change my life and the life of many dermatologists in the world.”

**Dr Domenico Piccolo, MD, Vice-President of the Italian
Society of Laser Dermatology (SILD) Adjunct Professor at the
Department of Dermatology, University of L’Aquila (Italy)**

“Dermoscopic diagnostics using HEINE devices has introduced a new era in the world of dermatology worldwide. Today, dermoscopy has become a fully-fledged part of hospital prevention protocols, drastically reducing the number of biopsies performed and, as a result, the volume of unnecessary healthcare costs.”

**Professor H. Peter Soyer, MD, Chair in Dermatology, Director, Dermatology Research Centre,
The University of Queensland Diamantina Institute; Director, Dermatology Department,
Princess Alexandra Hospital (Australia)**

“Hard to believe that the first HEINE Dermatoscope is having its 30th birthday. I recall when [...] HEINE and the Munich Department of Dermatology announced it and how excited we all have been to use it for the benefit of our patients and for our research projects. [...] In this spirit, happy birthday to the HEINE dermatoscope.”



Hello
Future

The iC1 digital Dermatoscope, the new DELTA 30 and the new DELTAone with their iPhone* connections, the exclusive HEINE DERM app for patient and image management, the HEINE Cube System** for image and data management – all developed, designed and implemented by us.

As the inventors of dermatoscopy, we're still at the top of the technological world of medical image and data processing.

With the Cube System in particular, exact digital documentation can be compiled to help reach an accurate diagnosis at the earliest possible stage. The system includes plenty of smart ideas, exclusive functions and allows users to manage images in chronological order. The software can be adapted completely individually and flexibly to any working procedure. And ensures a smooth process every day in the practice routine. The highlight: the convenient WLAN connection. One Cube is enough for up to 10 mobile HEINE dermatoscopes in one practice or hospital.



* The Apple iPhone is not included in the scope of delivery. Apple, the Apple logo and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. **Not available in all countries.

**Can you
recognise
a person
by their
birthmark?**



The best 30 wo

To mark the occasion, we asked our employees to take a picture of the best 30 they come across. Here are the top 10.



1. Place: Jürgen K.



2. Place: Katja G.



3. Place: Sebastian S.

n!



Bastian L.



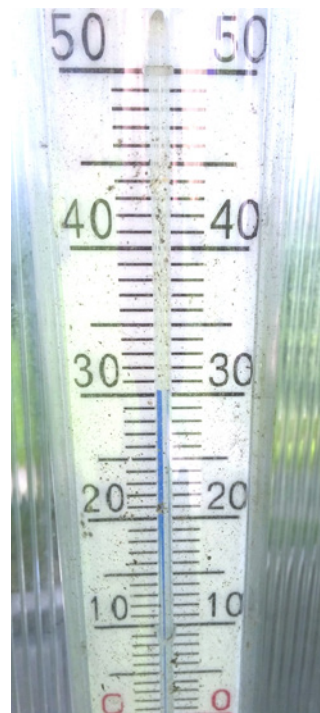
Thomas A.



Arno F.



Sven I.



Manfred J.



Judith P.



Andreas R.

QUALITY made in GERMANY.

As a global leader in the manufacture of primary diagnostic instruments with over 500 employees, HEINE Optotechnik has been a 100% family owned and managed company for more than 70 years. We continue to develop and manufacture HEINE instruments at our facilities in Germany, where we combine decades-long experience and craftsmanship with the most modern manufacturing technologies.

We are represented in over 120 countries around the world, with subsidiaries in Australia, the US and Switzerland as well as 3,000 representatives, importers and specialist dealers.

We look forward to hearing from you – and would like to know more about your opinions, desires and suggestions regarding our products.



■ HEINE SUBSIDIARY COMPANIES &
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