



AI THEATRE – LIGHTNING TALK

You are invited!

ECR 2026

Vienna, Austria

Friday, March 6th

11:40 – 12:00

Room D1 – ACV level -2

General description

Join an exclusive session with Bracco Imaging and Subtle Medical to discover how cutting-edge AI is transforming contrast-enhanced brain MRI. Learn how the collaboration between two innovation leaders is helping radiologists overcome long-standing challenges around safety, efficiency, and diagnostic confidence — without compromising image quality. With the introduction of AiMIFY™, a first-of-its-kind AI software solution for contrast enhancement, clinicians now have powerful new tools to deliver high-quality care with greater flexibility.

You'll hear directly from the team behind this technology — including Bracco and Subtle product experts. This session will combine clinical insight, product innovation, and real-world use cases to show how AI can enhance your current workflow, maximize the value of contrast agents, and elevate patient care.

What You'll Learn:

- How AiMIFY™ boosts contrast appearance without increasing dose
- A behind-the-scenes look at the AI algorithm, product development, and workflow integration behind AiMIFY
- Real clinical evidence showing improved image quality and more confident diagnosis

AiMIFY™ AI powered contrast-enhancement for brain MRI

Speakers:

Elena Magalotti

Bracco Imaging, Milan, Italy

Ajit Shankaranarayanan

Subtle Medical, Menlo Park,
California, USA

This program will also be available
24 hrs after live streaming on

<https://connect.myesr.org/>

UNLOCKING THE
INVISIBLE



LIFE FROM INSIDE