

# Global Video and Integrated Operating Room Equipment Market: Exploring the Surge of 4K Technology

VANCOUVER, BC, CANADA, November 9, 2023 /EINPresswire.com/ -- iData

Research, a leading global market research firm specializing in medical devices, dental and pharmaceuticals, highlights the imminent expansion of the Global Video and Integrated Operating Room Equipment Market in the updated 2024 report. This comprehensive report

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The surge in the entire market largely stems from the transition of the high-definition (HD) installed base to 4K technology, particularly within the surgical display and camera system segments.”

*Dr. Kamran Zamanian, Senior Partner and CEO*

dives deep into various market segments, including integrated OR components, integrated OR management software, hybrid OR components, hybrid OR imaging systems, surgical displays and picture archiving and communication system (PACS) monitors, surgical lighting, surgical booms, surgical tables, surgical headlights, surgical microscopes, surgical camera systems, image management devices, surgical light sources and medical photo printers.

In the 2024 [Global Video and Integrated Operating Room Equipment Market Report](#), an extensive analysis was conducted with more than 80 video and integrated

operating room equipment companies spanning seven continents. Our comprehensive methodology enabled a detailed examination of market sizes, unit sales, company market shares, and facilitated the creation of precise forecasts.

ORs are the main source of revenue for hospitals. Fully integrated ORs offer time and cost-saving benefits through their ergonomic layout, integrated control systems and multifunctional components. Increasing the workflow and efficiency benefits not only the patient, but also the hospital and staff. Numerous functions, such as archiving, streaming, video conferencing and workflow enhancement, have become standard facets of integration in recent years. Hybrid ORs take integration to the next level by adding a dedicated fixed imaging system and an advanced image-guided surgical table into the mix.

The surge in the market can be chiefly attributed to the shift from high-definition (HD) to 4K technology, particularly in the domains of surgical display and camera systems. Ever since the

inception of 4K technology, numerous facilities have been upgrading their current HD displays and camera systems to the ones that are compatible with 4K. Despite a rising number of facilities adopting 4K technology, there remains a substantial global presence of HD installations.

Key highlights from the iData report include:

**Robust Market Expansion:** In 2023, the global video and integrated OR equipment market was valued at over \$12.2 billion. This is expected to increase over the forecast period at a CAGR of 8.8% to reach \$22.1 billion.

**Video System Bundling:** Bundled sales of light sources, endoscopic cameras, and image capture devices are common. The shift to 4K technology boosts camera sales, leading to increased bundled light source sales. Compatibility issues between light sources from different companies may necessitate purchasing both the light source and camera from one supplier. When getting a new camera system, users might need a compatible light source or adapters for incompatible connectors.

**Competitive Landscape:** iData's report provides an in-depth analysis of the competitive landscape, profiling key players and their strategic initiatives. Currently, Stryker, Karl Storz, and Olympus lead the global video and integrated operating room equipment market.

For more information on the Global Video and Integrated Operating Room Equipment Market, and to access the complete iData Research report, please visit:

<https://idataresearch.com/product/operating-room-equipment-market/>

### [About iData](#)

iData Research stands out as the premier market research and intelligence provider, offering unparalleled insights and comprehensive data analysis across a multitude of industries. With a strong reputation and a proven track record, iData Research has solidified its position as the best choice for businesses seeking to make informed decisions in today's dynamic market landscape.



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**Extensive Industry Coverage:** iData Research boasts an impressive range of industry coverage, spanning healthcare, medical devices, dental, pharmaceuticals, biotechnology, and more. This breadth of coverage ensures that clients from various sectors can access accurate, up-to-date information relevant to their business goals.

**High-Quality Data:** The cornerstone of iData Research's success is its commitment to providing high-quality data. Their team of expert analysts employs rigorous methodologies to collect and analyze data from reliable sources. This ensures that clients receive accurate, insightful, and actionable information to guide their strategic decisions.

**In-Depth Analysis:** iData Research goes beyond mere data presentation by offering in-depth analysis that goes right to the heart of industry trends, market dynamics, and competitive landscapes. Their reports provide a holistic understanding of market forces, helping clients identify opportunities and challenges.

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**Trusted by Industry Leaders:** The fact that iData Research is trusted by industry leaders and renowned companies speaks volumes about the quality of their services. Their client list includes major players who rely on their insights for strategic planning.

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