

Editorial

Dear Readers,

It does not even take a trend researcher like Matthias Horx to recognize that health is a subject that truly deserves the label “megatrend.” We all know how miserable we feel even if we are only suffering from a common cold or the odd headache. However, what a diagnosis like cancer or Alzheimer means for the person affected and for their environment can only really be understood by someone who has experienced these diseases at close hand.

In the almost two-and-a-half millennia that have passed since the discoveries of Hippocrates of Kos, many pioneering advances have been made in the field of medicine. Some of these were inextricably linked to instruments from Carl Zeiss. Something which has not changed in all these years, however, is that a disease cannot be diagnosed until it has actually broken out.

With molecular imaging, medicine and medical technology will experience a real revolution: in several years, they will help us to reach a stage where we can find the causes of illness and therefore diagnose diseases long before their outbreak. This will increase the chances of effective therapy and cure.

Therefore, Carl Zeiss has joined the Molecular Imaging Technology Initiative launched by the German government and has become one of five founding partners. As a leading company in the field of optics and medical technology, it is our goal to transfer new molecular imaging techniques from research to their practical use in laboratories, doctors' offices and hospitals and to safeguard Germany's position as a leading healthcare market with the aid of this future-oriented technology. Optical technologies will be key pacemakers in this process.

I hope this issue of Innovation finds you in the best of health!

Best wishes



*Dr. Michael Kaschke
Member of the Carl Zeiss AG Executive Board*

