Press Release
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ContextVision expands AI strategy through co-development and global marketing agreement with medical AI innovator BeamWorks

9 November 2026 - ContextVision, a global leader in medical imaging software, has signed a definitive agreement with BeamWorks Inc., an innovative AI company specializing in real-time point-of-care ultrasound diagnostics. The agreement is an important step in ContextVision's AI strategy. By combining ContextVision's image enhancement and quantitative ultrasound platforms with BeamWorks' real-time on-device ultrasound AI technologies, the companies will jointly expand their portfolios with Context Aware Semantic Enhancement solutions.

Inherently, ultrasound images present with degraded resolution, low contrast and blurred edges, making them difficult to examine for abnormal tissue and focal lesions, especially for point-of-care applications. Context Aware Semantic Enhancement (CASE) is an emerging technique that uses advanced AI-driven image enhancement and computer vision methods to interpret anatomical structures in real time. CASE dynamically reduces speckle noise and sharpens boundary definitions, highlighting tissue and focal lesion features based on the surrounding anatomical as well as spatial context of the image.

Scalable AI business
"This agreement with Beamworks, a medtech AI innovator, is an important step in executing our AI strategy. It brings together our proven imaging expertise with Beamworks' data science capabilities and takes us a clear step closer to building a scalable AI business alongside our profitable core business. Over the next 5 years, we see an even larger addressable market as CASE technology transitions from an emerging technique to a standard feature across medical imaging platforms," says Gerald Pötzsch, CEO of ContextVision.

Context aware computing is a key segment of the AI in ultrasound imaging market with solutions in image reconstruction, anatomical detection, probe positioning and reporting. In 2025, the global AI in ultrasound imaging market size was estimated at USD 2 billion, growing at 24% CAGR over 2026-2034[1]. The notable growth rate is driven by AI-powered hardware, software, and services, enabling solution deployments across legacy as well as new ultrasound imaging devices without the need to upgrade entire hardware platforms.

The joint agreement between ContextVision and BeamWorks builds on the strategic research and development collaboration announced in March 2026. It expands their respective portfolios to pursue entry into the CASE market segment with revenue sharing from the commercial sales of co-developed products across international markets. The two companies will work together on a project-by-project basis, combining ContextVision's AI assets in image enhancement and quantitative ultrasound with BeamWorks' real-time on-device ultrasound AI technologies. The

companies have initiated work on their first new product under the agreement, with further details on pursued clinical applications to be announced in the coming months. The collaboration will be overseen by a joint governance structure.

To clinicians worldwide
“Real-time on-device AI is an essential solution for providing clinicians with the information they need as they scan. CASE is an emerging segment of the ultrasound diagnostics market that aids clinicians in the interpretation of ultrasound images. By combining our on-device AI technology with ContextVision’s image enhancement expertise, we intend to bring these solutions to clinicians worldwide,” says Won Hwa Kim, Co-CEO of BeamWorks Inc.

“Innovation has always been part of ContextVision’s DNA. We are now also expanding our development pipeline by partnering with AI-native companies to enter novel and high-growth market segments. The agreement with BeamWorks is an example of this initiative. By combining ContextVision’s engineering expertise and market position with BeamWorks’ innovative capabilities, we can pursue solutions beyond our current portfolio and specifically in CASE ultrasound diagnostics,” says Gerald Pötzsch.

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About ContextVision
ContextVision is a software company specialized in image analysis and artificial intelligence. As the global market leader within image enhancement, we are a trusted partner to leading manufacturers of ultrasound, X-ray and MRI equipment around the world. Our expertise is to develop powerful software products, based on proprietary technology and artificial intelligence for image-based applications. Our cutting-edge technology helps clinicians accurately interpret medical images, a crucial foundation for better diagnosis and treatment. The company, established in 1983, is based in Sweden with local representation in the U.S., Japan, China and Korea. ContextVision is listed on the Oslo Stock Exchange under the ticker CONTX.

About BeamWorks
BeamWorks is a company founded in 2021 by radiology experts and AI specialists, and is headquartered in Daegu, South Korea. Leveraging its proprietary deep learning technology, BeamWorks has developed and successfully commercialized an on-device, real-time AI diagnostic support system that assists ultrasound examinations critical to breast cancer and thyroid assessment. With this commercialization, the company has established a strong position in ultrasound-focused medical imaging AI and is expanding its business globally. Its breast ultrasound AI solution has received U.S. FDA 510(k) clearance and CE certification under the EU

MDR, and BeamWorks continues to expand its product portfolio. In particular, by reducing reliance on high-performance computing resources, BeamWorks seeks to enable ultrasound-based diagnostic use in regions with limited access to advanced healthcare resources, helping address gaps in accessibility to care.

1. DelveInsight Business Research LLP, “Artificial Intelligence (AI) in Ultrasound Imaging - Market Insights, Competitive Landscape, and Market Forecast – 2034”, July 2026.

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