

Endovision's Cerebro Secures EU MDR Approval, Setting New Standards in AI-Assisted Endoscopic Quality

Hong Kong, Hong Kong S.A.R. Mar 27, 2025 ([IssueWire.com](https://www.issuewire.com)) - Endovision announces that its AI-powered solution for Upper GI endoscopic procedural monitoring, Cerebro, has secured CE Mark approval under Medical Device Regulation (EU) 2017/745. As one of the first Computer-Assisted Quality (CAQ) tools, Cerebro marks a significant step forward in procedural tracking, enhancing inspection thoroughness and supporting high-quality endoscopic examinations.

Cerebro streamlines esophagogastroduodenoscopy (EGD) by providing real-time tracking of landmark visualization, procedural timers, and photo documentation. Setting itself apart from detection (CAdE) and diagnostic (CAdx) tools, Cerebro focuses on procedural quality (CAQ), establishing a new benchmark for procedural standardization and protocol-driven endoscopy. Additionally, it aids in training the next generation of endoscopists by offering junior doctors instant feedback, accelerating learning while ensuring rigorous quality control.

Endovision has been collaborating with the Faculty of Medicine, The Chinese University of Hong Kong (CUHK), to advance this technology. Prof. Philip Chiu, Dean of the Faculty of Medicine at CUHK and a leading pioneer in the field of endoscopy, AI, and early diagnosis, shared, *"It is deeply rewarding to see this technology evolve from my initial concept to clinical translation with the potential to significantly improve patient outcomes."*

Highlighting the system's precision, Dr. Yuichi Mori, Professor at the Faculty of Medicine, University of Oslo, and a leading figure in the advancement of early diagnosis and AI-driven endoscopic technologies, stated: *"Cerebro assists endoscopists in navigating all key landmark points in the upper GI tract, ensuring a comprehensive and thorough examination without blind spots. The system operates with exceptional accuracy when the endoscope is maneuvered slowly, allowing for clear visualization of the landmarks, which ultimately enhances the quality of endoscopy. I am excited to witness how AI-driven technologies like this continue to improve patient care through improved endoscopy quality."*

Further underscoring its potential to enhance patient outcomes across the European Union, Dr. Cesare Hassan, President-Elect of the European Society of Gastrointestinal Endoscopy (ESGE) and Full Professor of Gastroenterology at Humanitas University, added: *"Incomplete inspection of gastric mucosa remains a main reason for interval gastric cancer affecting the chance of survival of our patients. As proof-of-concept, Cerebro may assure a more complete inspection by assuring the visualization of all the landmarks. Additional clinical studies are desirable."*

Saurabh Jejurikar, CEO of Endovision, commented: *"Achieving MDR approval underscores our team's ability to innovate, develop, and secure approval for groundbreaking AI solutions. Backed by robust business and market strategies, we are leading the way toward a new era of standardization through Computer-Aided Quality (CAQ) in endoscopy."*

About Endovision Limited

Endovision develops AI software for Upper GI endoscopy, enhancing procedural quality. Based in Hong Kong and India. Website: <https://www.endovisionai.com/>

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