



*This information was released for public disclosure on April 16, 2013 at 3.00 pm CET.*

## **CellaVision and Sysmex announce a jointly-developed product for hematology labs**

**CellaVision today announced that the company and its partner Sysmex have co-developed a product which integrates CellaVision Digital Cell Morphology technology with the Sysmex XN-series hematology platform. The product, DI-60, will be part of the global Sysmex product portfolio for hematology laboratories.**

For the first time, digital cell morphology has been successfully integrated with a cell counter and slide preparation device, eliminating the need to manually load the slide for analysis, thus further streamlining the hematology workflow and providing highest testing efficiency.

Since 2001, CellaVision has had a successful distribution arrangement with Sysmex and together both parties created the market for digital microscopy analysis. With this joint product development, Sysmex and CellaVision have demonstrated a new level of excellence in cooperation.

The target market is primarily clinical laboratories with medium to large sample volumes. With the DI-60 product Sysmex enhances their product portfolio of digital cell morphology products, including the CellaVision DM96 and DM1200 systems. Similar to CellaVision's other products the DI-60 automates work traditionally performed manually under a microscope. Test results are stored digitally with images of blood cells and other patient information, increasing the efficiency while improving the quality of the manual differential.

Sysmex plans to present the DI-60 for the first time at the trade fair IFCC EUROMEDLAB 2013 in Milan, Italy, on May 19-23, 2013.

### **For more information please contact:**

Yvonne Mårtensson, CEO, CellaVision AB

Phone: +46 708-33 77 82 | Email: [yvonne.martensson@cellavision.com](mailto:yvonne.martensson@cellavision.com)

### **About CellaVision**

CellaVision is an innovative, global medical technology company that develops and sells its own leading systems for routine analysis of blood and other body fluids in health care services. The products rationalize manual laboratory work, and secure and support effective workflows and skills development within and between hospitals. The company has leading-edge expertise in



image analysis, artificial intelligence and automated microscopy. In most countries sales are via global partners. The products are sold directly in the Nordic countries and via subsidiaries in the US, Canada and Japan. In 2012 sales were SEK 170 million and sales continue to increase, with a growth target of at least 15 % per year over an economic cycle. CellaVision's registered office is in Lund, Sweden. The share is listed on the Nasdaq OMX Stockholm, Small Cap list. Read more at [www.cellavision.com](http://www.cellavision.com).

**About Sysmex Corporation**

[www.sysmex.com](http://www.sysmex.com)

**Publication**

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