

PRESS RELEASE
Helsinki, Finland
October 11, 2012

Planmed Verity® Extremity Scanner receives the WIPO DESIGN AWARD 2012

The World Intellectual Property Organization (WIPO), a United Nations agency, presents the first ever WIPO Design Award for Finnish design to celebrate World Design Capital Helsinki 2012. The award is given to product development team of Planmed Verity® Extremity Scanner by Planmed Oy.

The award puts the spotlight on Finnish design expertise and high-quality design products, and emphasizes the use of intellectual property rights (design protection, trademarks, patents, utility models and copy right) in protecting design work and in increasing economic value, and as a competitive factor in business and corporate activities.

The WIPO DESIGN AWARD is given to a designer or a design team, whose design product or production has promoted Finnish design expertise, and business or corporate activities both in Finland and internationally. To take part in the contest, the designer, the design team must have protected the product (a part of it) by registering the design.

Planmed Verity® is designed to find subtle extremity fractures at the first visit to the clinic – fractures that have been the most commonly missed using only 2D radiographs. Planmed Verity Extremity Scanner is a unique solution to the problem with fast 3D imaging at the point of care. It is intended for pre- and postoperative imaging with better resolution, patient adaptability, and significantly lower dose than full-body CTs. Unlike any other 3D imaging device, Planmed Verity also allows weight-bearing imaging of the extremities.

As a dedicated extremity scanner, Planmed Verity adapts to the patient with anatomy-specific imaging programs, movements, and trays. Easily adjustable, soft surfaced gantry and motorized positioning trays help in finding a comfortable position for various examination procedures. The adjustable user interfaces and efficient all-in-one workflow are also designed to maximize the operator's soothing presence for the patient.

"The design of Planmed Verity is both welcoming and gentle with a strong personality. The look is enhanced with a tear-drop shaped imaging bore and "The Bite" in the outer rim that both help patient positioning. The design of the device has been protected by design registrations, and patent applications have been filed relating to patient positioning, ergonomics, and imaging technology", states Mr **Tapio Laukkanen**, Industrial and UI Design Manager with Planmed Oy.

The winner of the award will be announced on 11 October 2012 at a seminar celebrating 170 years of Finnish patents at Finlandia Hall in Helsinki. Mr **Francis Gurry**, WIPO Director General, and Ms **Rauni Hagman**, NBPR Director General, will present the award consisting of a WIPO medal and an honorary diploma. The seminar is organized by the National Board of Patents and Registration of Finland (NBPR).

Planmed Verity has a CE mark and is available for sale in the EU and many other countries where the CE certificate permits sales. FDA approval is pending.

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Planmed Oy and the Planmeca Group

Planmed Oy develops, manufactures, and markets advanced imaging equipment and accessories for mammography and orthopedic imaging. Planmed's extensive mammography product range covers digital and analog units, stereotactic biopsy devices, and breast positioning systems for an early detection of breast cancer. Within orthopedic 3D imaging Planmed offers low dose extremity CT imaging for quicker, easier and more accurate diagnosis at the Point-of-Care. Planmed Oy exports

more than 98% of its production to over 70 countries worldwide. The principal markets are Europe, Japan, and Oceania as well as North and Latin America where the company has considerable market shares.

Planmed Oy is part of the Finland-based Planmeca Group which manufactures and markets advanced equipment for medical and dental fields. The Group employs approximately 2,400 professionals and the estimated turnover for the year 2012 is MEUR 750.

www.planmed.com

The World Intellectual Property Organization (WIPO)

The World Intellectual Property Organization (WIPO) is the United Nations agency dedicated to the use of intellectual property (patents, copyright, trademarks, designs, etc.) as a means of stimulating innovation and creativity. Its mission is to promote innovation and creativity for the economic, social and cultural development of all countries, through a balanced and effective international intellectual property system.

www.wipo.int