

PRESS RELEASE

Phase Holographic Imaging PHI AB (publ)

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PHI's new software available for customer delivery

The newly developed software HoloMonitor® App Suite has now successfully undergone the final field testing at selected HoloMonitor users around the world. Overall, the intuitive user interface, simple work flow, and the few steps to results are much appreciated. The very positive feedback means that HoloMonitor® App Suite 1.0 is now, earlier than planned, available for sales. App Suite complements the existing Hstudio software, to allow basic cell analysis with a higher level of automation, and less manual work than before.



In this first version of App Suite three common analyzes are included: cell proliferation, cell motility, and cell quality control. App Suite will be rapidly expanded with additional applications. HoloMonitor® App Suite 2.0 is scheduled to be released to customers in Q4 2018. More information about App Suite is available [here](#).

Peter Egelberg, CEO and founder of PHI explains: *“With App Suite we make HoloMonitor technology available to a broader customer segment. So far, we have through the Hstudio software appealed mostly to technology interested researchers with unique and specific biological questions. While Hstudio offers flexibility and advanced analyses, App Suite offers a range of basic cell biological applications where the results are presented automatically.”*

INVESTOR EVENT

App Suite will be shown during the investor event that will be held at 17:00 – 19:00 on Thursday July 12, 2018 at the company's premises, Scheelevägen 22 in Lund. Please, send a notice of participation to ir@phiab.se no later than July 10. For additional information regarding the ongoing rights issue see www.phiab.se/rights-issue.

ABOUT PHI

Phase Holographic Imaging (PHI) leads the ground-breaking development of time-lapse cytometry instrumentation and software. With the first instrument introduced in 2011, the company today offers a range of products for long-term quantitative analysis of living cell dynamics that circumvent the drawbacks of traditional methods requiring toxic stains. Headquartered in Lund, Sweden, PHI trades through a network of international distributors. Committed to promoting the science and practice of time-lapse cytometry, PHI is actively expanding its customer base and scientific collaborations in cancer research, inflammatory and autoimmune diseases, stem cell biology, gene therapy, regenerative medicine and toxicological studies.

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