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## Big Pharma company orders third HoloMonitor

A current pharma customer recently ordered its third HoloMonitor® unit. The ordered configuration is the automated stage version of the HoloMonitor platform. The total retail price of the ordered units amounts to €90 000.

*“The follow-up order from a world leading Swiss pharma company confirms the market potential within Big Pharma and the pharmaceutical industry in general. Big Pharma’s interest shows that our HoloMonitor technology is rapidly becoming established and highlight the importance of our goal to create a Center of Excellence in the Basel area”,* said CEO Peter Egelberg.

### **Swiss pharmaceutical industry**

The pharmaceutical industry in Switzerland directly and indirectly employs close to 170 000 people and approximately contributes with 30% of the country's exports. Basel is the home of two largest Big Pharma companies in the world, Novartis and Roche.

### **Additional reading**

- CEO commentary: Big Pharma, Big Data – [www.phiab.se/commentary/commentary-151021](http://www.phiab.se/commentary/commentary-151021)
- Big Pharma embraces HoloMonitor technology from Phase Holographic Imaging – [www.phiab.se/contact/press-releases-2015#pharma](http://www.phiab.se/contact/press-releases-2015#pharma)

### **References**

- Pharmaceutical industry in Switzerland – [en.wikipedia.org/wiki/Pharmaceutical\\_industry\\_in\\_Switzerland](http://en.wikipedia.org/wiki/Pharmaceutical_industry_in_Switzerland)
- The Importance of the Pharmaceutical Industry for Switzerland – [www.interpharma.ch/sites/default/files/polynomics-2013\\_bedeutung-der-pharmaindustrie-fuer-die-schweiz\\_e.pdf](http://www.interpharma.ch/sites/default/files/polynomics-2013_bedeutung-der-pharmaindustrie-fuer-die-schweiz_e.pdf)

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*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.*