

Planmed Verity® selected as a finalist in the 2012 Medical Design Excellence Awards

The Planmed Verity® Extremity Scanner has been selected as a finalist in the *Radiological and electromechanical devices* category of the 2012 Medical Design Excellence Awards (MDEA) competition, the premier awards program for the medical technology community.



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.

"Its design 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 helps patient positioning", states Mr **Tapio Laukkanen**, Industrial Designer with Planmed Oy.

Judging of each year's MDEA competition is conducted by an impartial, independent, multidisciplinary panel of jurors – comprised of a balance of clinicians, engineers, and designers – who carefully review all of the submissions and narrow them down to a select group of exceptional products in each of the 10 categories (41 finalists in total). Entries are evaluated on the basis of their design and engineering features, including innovative use of materials, user-related functions that improve healthcare delivery and change traditional medical attitudes or practices, features that provide enhanced benefits to the patient, and the ability of the product development team to overcome design and engineering challenges so that the product meets its clinical objectives.

Finalists are officially announced in the April issue of MD+DI (Medical Device and Diagnostic Industry) magazine. MDEA-winning products are honored with Bronze, Silver, or Gold-level awards in each category on May 23, 2012 in Philadelphia at a ceremony held in conjunction with the MD&M East event (www.MDMEast.com).

Additionally, Planmed Verity received the internationally renowned *red dot 2012: product design* award earlier this year.

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Medical Design Excellence Awards

Established in 1998, the Medical Design Excellence Awards (MDEA) is the medical device industry's premier design awards competition and the only awards program that exclusively recognizes contributions and advances in the design of medical

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products. The MDEA competition is open worldwide to companies and individuals involved in the design, engineering, manufacture, or distribution of finished medical devices or medical packaging.

www.MDEAwards.com

www.mddionline.com/mdea2012

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, Asia 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