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Planmed Verity® receives Honorary Mention in a Finnish design competition

The Finnish imaging equipment manufacturer Planmed Oy has received Honorary Mention for its Planmed Verity® Extremity Scanner, in the Finnish design competition Fennia Prize 2012. The objective of this international design competition for firms and companies is to support the production of high-standard products and services and to promote the competitiveness and internationalization of industry. Alongside high standard design, evaluation criteria include usability, environmental and social responsibility and impact on business.



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.

“Planmed Verity has received a lot of recognition in international design competitions recently. 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 and UI Design Manager with Planmed Oy.

The Fennia Prize jury represents the design, business and media communities. The entries are evaluated on the basis of usability, responsibility and business aspects. The core values of design, such as aesthetic properties, suitability to the visual environment and the communication of desired values are prerequisites for success in the competition.

Additionally, Planmed Verity recently won Gold in its category and was selected as the “Best-in-Show” in highly recognized Medical Design Excellence Awards 2012. Also, it was awarded the internationally renowned *red dot 2012: product design* award earlier this year.

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Fennia Prize design competition

Organized by Design Forum Finland and the Fennia Group, Fennia Prize – Good design grows global is a design competition for firms and companies producing designed goods or applying design in other ways in their

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operations. The competition is an opportunity for businesses to stand out through innovative and responsible design of economic significance. The objective of the prize is to encourage firms and companies to make innovative and broad use of design in product development, manufacturing and matters relating to corporate image. The awards of the competition are the Fennia Prize Grand Prix, individual Fennia Prizes and Fennia Prize Honorary Mentions. Prize-winners are entitled to participate in the Fennia Prize exhibition and its tour and are included in the prize catalogue. Fennia Prize 2012 is part of the World Design Capital Helsinki 2012 program.

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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 CBCT 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.

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