CellaVision launches new product, CellaVision® DC-1, for small and mid-sized hematology laboratories

The information was released for public disclosure on February 5, 2019, at 08:20.

The CellaVision® DC-1 strengthens the company’s global position and opens a new segment of the market comprising about 100,000 small and mid-sized laboratories.

The target group for the CellaVision® DC-1 is small and mid-size clinical laboratories that until now have not had access to digital solutions for blood cell analysis. The new market segment consists of approximately 100,000 small and medium-sized laboratories and in the long term can prove to be a market on par with, or even larger than, the current market for large laboratories that CellaVision address today.

With the launch of the CellaVision® DC-1, CellaVision is staying at the forefront of its technology field and considerably strengthening its position in the global hematology market. CellaVision has implemented careful launch preparations and training initiatives and from initially low sales volumes expects to see continual growth in sales of the CellaVision® DC-1 in coming years.

“Development of a solution for small and mid-size laboratories has been a high priority for us and we are proud to be able to present the CellaVision® DC-1. With the CellaVision® DC-1 we are giving small and mid-size laboratories the opportunity to digitalize their processes for blood cell analysis instead of just working with traditional microscopes, and enabling them to network with large laboratories, where we continue to have a competitive offer. This will have a significant effect in ensuring accuracy and reliability when diagnosing sick patients, at the same time as CellaVision can also contribute to improving the efficiency of the laboratories’ workflows.”, says Zlatko Rihter, President and CEO of CellaVision.

While developing the CellaVision® DC-1, CellaVision has made considerable technological advances and the project has created valuable know-how for the future.

The CellaVision® DC-1 is launched at MEDLAB in Dubai and is commercially available for the markets accepting the CE mark. In 2019 CellaVision will apply for clearances required to sell the products in other markets. The CellaVision® DC-1 will be sold through the company’s global distributor network.
For further information please contact:
Zlatko Rihter, President and CEO, CellaVision AB
Tel: +46 (0)733-62 11 06 | Email: zlatko.rihter@cellavision.se

About CellaVision
CellaVision is an innovative, global medical technology company that develops and sells leading systems for routine analysis of blood and other body fluids in health care services. The analyses often constitute important reference data for fast and correct diagnosis of illnesses, for example of infections and serious cancers. CellaVision's products rationalize manual laboratory work, and secure and support effective workflows and skills development within and between hospitals. The company has leading-edge expertise in image analysis, artificial intelligence and automated microscopy. Sales are via global partners, supported by the parent company in Lund and marketing organizations in the USA, Canada, Brazil, Mexico, China, Japan, South Korea, Australia, Sweden, United Arab Emirates, France, Germany, Spain, United Kingdom, India and Thailand. In 2017 sales were SEK 309 million. The share is listed on the Nasdaq, Stockholm, Mid Cap list. Read more at www.cellavision.se

Publication
The information in this press release is information that CellaVision AB (publ) is obliged to disclose pursuant to the Securities Market Act and the Financial Instruments Trading Act. The Information was released for public disclosure on February 5, 2019, at 08:20.