

Press release

Linköping, Sweden, June 5, 2008

# Sectra MicroDose Mammography honored with 2008 Medical Design Excellence Award

The IT and medical-technology company Sectra has been honored with 2008 Medical Design Excellence Award for Sectra MicroDose Mammography<sup>TM</sup>. The system features superior image quality, an ergonomic design combined with a unique photon-counting technology enabling the lowest radiation dose on the market.

The jury's motivation was: "Sectra MicroDose Mammography with its ultra low-dose radiation output and elegant ergonomics clearly stood out with regard to both the criteria patient safety and ease-of use. Aesthetics, while not absolutely critical, is also important and the elegant European form factor was another positive."

"This award confirms to us that our ambition to truly understand and take the end-user's needs into account is imperative from a usability perspective and a prerequisite for creating efficient tools for their everyday work," says Jesper Söderqvist, President of Sectra's mammography operations.

The Medical Design Excellence Awards competition is organized and presented by Canon Communications LLC (Los Angeles) and is the only awards program that exclusively recognizes contributions and advances in the design of medical products. 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.

A comprehensive review of the entries was performed by an impartial, multidisciplinary panel of third-party jurors with expertise in biomedical engineering, human factors, industrial design, medicine, and diagnostics.

## Safe and effective mammography screening

With retained or superior imaging quality, Sectra's mammography system, Sectra MicroDose Mammography, generates by far the lowest dose of radiation among all of the systems offered on the market. Combined with good ergonomics and a well-conceived workflow, the low dose enables radiographers and radiologists to work more efficiently and safely. At the same time, the radiation to which the women are exposed is minimized to the lowest conceivable level. Sectra MicroDose Mammography is based on a unique detector technology that counts each X-ray photon. This is considered by many to be the X-ray technology of the future.

# For additional information, contact:

Dr. Torbjörn Kronander, President, Sectra Imtec AB, +46 705 23 52 27 Dr. Jan-Olof Brüer, CEO and President, Sectra AB, +46 13 23 52 09

#### Sectra AB (publ)

Teknikringen 20 SE-583 30 Linköping, Sweden Ph: +46 (0)13 23 52 00 Fax: +46 (0)13 21 21 85 info@sectra.se www.sectra.com VAT reg.no SE556064830401



## **About Sectra's medical operations**

Sectra develops and sells IT-systems and products for radiology, mammography and orthopedic departments. More than 950 hospitals worldwide use the system daily, together performing over 45 million radiology examinations annually. This makes Sectra one of the world leading companies within systems for handling digital radiology images. In Scandinavia, Sectra is the market leader with more than 50% of all film-free installations. Sectra's systems have been installed in North America, Scandinavia and most major countries in Europe and the Far East.

## **About the Sectra Group**

Sectra successfully develops and sells cutting-edge products in the expansive niche segments of medical systems and secure communication systems. The company was founded in 1978 and has its roots in the Linköping University in Sweden. Today, Sectra has offices in eleven countries and operates through partners worldwide. Sales in the 2006/2007 fiscal year totaled SEK 673 million. The Sectra share is quoted on the Nordic Exchange in Stockholm. For more information about Sectra visit http://www.sectra.com.

### Sectra AB (publ)

Teknikringen 20 SE-583 30 Linköping, Sweden Ph: +46 (0)13 23 52 00 Fax: +46 (0)13 21 21 85 info@sectra.se www.sectra.com VAT reg.no SE556064830401