

Planmed Verity Extremity Scanner awarded with “red dot award: product design 2012” design prize

Planmed Oy’s new 3D imaging unit for orthopaedic imaging convinced the 30-member international expert jury of the “red dot award: product design 2012”. Manufacturers from all over the world submitted a total of 4,515 designs to the renowned product competition. With its high design quality, Planmed Verity inspired the experts. It received the globally sought-after red dot in the product category of Life Science and Medicine.

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-operative 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.

Planmed Verity is a dedicated extremity scanner that 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.

Professor Dr. **Peter Zec**, initiator and CEO of the red dot design award, pointed to the high quality level of the competition: “The most distinguished products of the respective branch of industry faced up not only to the tough competition this year again, but also to the critical eye of the jury. The experts thoroughly examined, tested and evaluated each individual entry applying the highest standards. With their performances, the laureates did not only demonstrate an extraordinary design quality but they also showed that design is an integral part of innovative product solutions.”

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The red dot design award

The red dot design award, whose origins reach back to the 1950s, is carried out in three disciplines: the “red dot award: product design”, the “red dot award: communication design” and the “red dot award: design concept”. The award – the red dot – has established itself internationally as one of the most appreciated quality seals for outstanding designs.
www.red-dot.de/press

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