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Press Release — For Immediate Release

Medica Announces Global Release of the EasyCell Assistant Analyzer for Hematology Laboratories

BEDFORD, MASSACHUSETTS, U.S.A., July 16, 2012 – Medica Corporation, a provider of easy-to-use, low-cost blood testing analyzers, announced today the global release of its EasyCell® assistant cell image analyzer for hematology laboratories. The affordable EasyCell solution automates and simplifies the cell differential process by locating and preclassifying white blood cells. It typically reduces sample review times by 50% over the manual differentiation process using microscopes while helping the technologist achieve improved efficiency, accuracy, and precision.

Visit Medica Corporation at the 2012 AACC Annual Meeting in booth 5044.

“The EasyCell assistant lowers cost by substantially cutting the time technologists require to perform manual blood cell differentials and correctly classify normal cells,” said Doug Moe, vice president of business development, Medica Corporation. “It enables the technologist to quickly review the suggested classifications and then devote more time to the analysis of abnormal cells.”



In an announcement at the 2012 Annual Meeting of the American Association for Clinical Chemistry (AACC), the company said it is now accepting orders for the EasyCell solution and will have instruments available for global shipment during the third quarter of 2012.

Clinical Evaluation Completed at Children’s Hospital Boston

The EasyCell’s global release follows a successful clinical evaluation at Children’s Hospital Boston. The evaluation confirmed the instrument’s efficacy in the hematology laboratory environment.

“The EasyCell assistant’s precise cell pre-classification enhanced our technologists’ confidence in their analyses,” said Kyle Riding, medical technologist, Children’s Hospital Boston, and lecturer, Department of Medical Laboratory Science, University of Massachusetts Dartmouth. “In addition, the instrument was highly reliable, easy to learn and maintain, and fit well in the laboratory’s workflow. You are able to get results faster and in a more consistent manner, which should result in better and faster patient diagnoses. We believe that this type of technology represents the future of the hematology lab,” he said.

Analyzer Incorporates Precise Optical Pattern Recognition Technology

The EasyCell employs sophisticated optical pattern recognition software to automatically locate white cells on a blood smear. It digitally stores their images, pre-classifies them, and then presents them for review — grouped by cell type — on an LCD display. The

technologist can quickly check suggested classifications of normal cells, then devote more time to reviewing abnormals. The analyzer also presents images of red cells and platelets, enabling red cell morphology and platelet estimates. With its 30-position carousel, the EasyCell offers true walkaway operation and a stat slide port permits immediate testing without disrupting a sample run.

Optional EasyCell Remote software enables the networking of multiple EasyCell assistant workstations, both onsite and in outside clinics and practices, allowing review of files and immediate collaboration and image access for technologists and pathologists.

“With its fast learning curve, simple operation, and collaborative analytic capabilities, the EasyCell is ideal for hematology laboratories desiring higher efficiency, faster turnaround times, and reduced training requirements,” said Moe.

The EasyCell assistant analyzer is available worldwide from Medica distributors or by phone at +1-781-275-4892 or by email at sales@medicacorp.com.

For more information, visit Medica Corporation at booth 5044 at the 2012 AACC Annual Meeting. Or visit the Medica Corp. website at http://www.medicacorp.com/Medica_Analyzers/EasyCell_Assistant.html.

About Medica Corporation

Medica Corporation is a leading provider of easy-to-use, easy-to-maintain, low-cost blood testing analyzers. Based in Bedford, Massachusetts, U.S.A., the company is focused on the global need to reduce the cost and improve the quality of health care. Medica’s products include the EasyRA clinical chemistry analyzer, EasyLyte electrolyte analyzer, EasyBloodGas analyzer and EasyCell Assistant image analyzer for white blood cell differentiation analysis. For more information, visit <http://www.medicacorp.com>.

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