



NEWS RELEASE

FOR IMMEDIATE RELEASE: August 29, 2011

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Best in Scientific Instrument Industrial Design Announced

Los Angeles, CA – *Instrument Business Outlook (IBO)* today announced the winners of the 18th annual *IBO* Design Awards for excellence in the industrial design of analytical instruments, portable analytical instruments and laboratory equipment. The winners of the 2011 Awards demonstrate how industrial design can improve a product's performance and an end-user's experience. The winners are:

Analytical Instrument Industrial Design

Gold Award: XiGo Nanotools' Acorn Drop NMR for one-dimensional imaging and diffusion

Silver Award: PerkinElmer's Spectrum Two FT-IR Spectrometer

Bronze Award: Partec's CyFlow Cube Flow Cytometer

Portable Analytical Instrument Industrial Design

Gold Award: Nippon Instruments' EMP-2 Mercury Survey Meter

Silver Award: RheoSense's μ VISC Viscometer

Bronze Award: Digital Bio's JuLI Cell Analyzer

Laboratory Equipment Industrial Design

Gold Award: PolyScience's MX Immersion Circulator

Silver Award: Hosokawa Micron's Alpine Air Jet Sieve e200 LS Particle-Sizing Instrument

Bronze Award: Millipore's Smplicity Filtration System

To be eligible for a Design Award, a product must have begun shipping between August 2010 and July 2011. Award candidates are chosen from the new products that *IBO* monitors through trade shows, trade publications and press releases. Award winners are selected solely based on their industrial design, not on technical capabilities or performance. Criteria include aesthetics, functionality and features.

IBO is a 12-page, subscription-based newsletter published twice monthly by Strategic Directions International, Inc. (SDi), a management and marketing research firm. SDi is the world's leading source of information on the market for analytical and life science instrumentation and equipment for laboratory and on-site applications. For more information, visit www.strategic-directions.com or contact:

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