



# NEWS RELEASE

FOR IMMEDIATE RELEASE: August 15, 2008

Contact: Tanya Samazan  
Managing Editor  
(310) 641-4982

## ***IBO 2008 Industrial Design Awards Announced***

Los Angeles, CA – *Instrument Business Outlook (IBO)* today announced the winners of the fifteenth annual *IBO* Design Awards for excellence in the industrial design of analytical instruments, portable analytical instruments and laboratory equipment. The winners of the 2008 Awards demonstrate how industrial design can improve a product's performance and the end-user's experience. The winners are:

### Analytical Instrument Industrial Design:

Gold Award: Malvern Instruments' Morphologi G3

Silver Award: Bruker's SMART X2S

Bronze Award: Aqua Diagnostic's PeCOD

### Portable Analytical Instrument Industrial Design:

Gold Award: GE Water, Analytical Instruments' CheckPoint

Silver Award: GE Security's StreetLab Mobile

Bronze Award: A2 Technologies' Exoscan

### Laboratory Equipment Industrial Design:

Gold Award: Hamilton's Microlab Nimbus

Silver Award: Hanson Research's Vision Classic 6

Bronze Award: Ovan's MicroMagMix

To be eligible for a Design Award, a product must have begun shipping between August 2007 and July 2008. 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 designs, 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 dedicated to the analytical and life science instrument industry. 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](http://www.strategic-directions.com) or contact:

Tanya Samazan, Managing Editor  
Strategic Directions International, Inc.  
6242 Westchester Parkway, Suite 100  
Los Angeles, CA 90045-4820  
Tel: (310) 641-4982  
Fax: (310) 641-8851  
E-mail: [tsamazan@strategic-directions.com](mailto:tsamazan@strategic-directions.com)

*For Europe only -*

Lars Ekstrom, Senior Editor-Europe  
Linkbridge Ltd.  
173 Quemerford  
Calne SN11 8JX United Kingdom  
Tel: (+44) 1249 811 476  
E-mail: [IBO@linkbridge.com](mailto:IBO@linkbridge.com)

### Analytical Instrument Design



Gold Award: Malvern's Morphologi G3 Automated Particle Characterization System



Silver Award: Bruker's SMART X2S X-ray Crystallography System



Bronze Award: Aqua Diagnostic's PeCOD L100 Analyzer

### Portable Analytical Instrument Design



Gold Award: GE Water, Analytical Instruments' CheckPoint TOC Analyzer



Silver Award: GE Security's StreetLab Mobile Raman Spectrophotometer



Bronze Award: A2 Technologies' Exoscan FT-IR

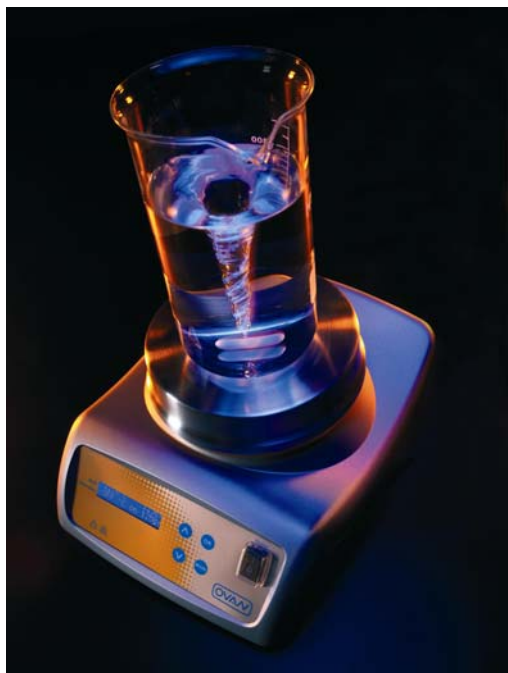
**Laboratory Equipment Industrial Design**



Gold Award: Hamilton's Microlab Nimbus Automatic Pipettor



Silver Award: Hanson's Vision Classic 6 Dissolution Tester



Bronze Award: Ovan's MicroMagMix Magnetic Stirrer