

# MEDIA RELEASE



<b>Release Status</b>	For immediate release	<b>Ref</b>	1501DIA
<b>Product Enquiries</b>	<b>Diatron Group</b> <b>International contact:</b> Brian Conibere International Sales and Marketing Manager t: +44 1234 880697                      m: +44 7717 856815 e: <a href="mailto:brian.conibere@diatron.com">brian.conibere@diatron.com</a>		
<b>Media enquiries</b>	<b>Alto Marketing Limited</b> Victoria Coupe t: +44 (0)1489 557672                      e: <a href="mailto:victoriac@alto-marketing.com">victoriac@alto-marketing.com</a> Twitter: <a href="https://twitter.com/AltoMarketing">@AltoMarketing</a> w: <a href="http://www.alto-marketing.com">www.alto-marketing.com</a>		

## **Diatron to introduce a revolutionary approach to hematology analysis at Medica 2015**

New 3-part differential hematology analyzer delivers lower costs and wider range of use



**BUDAPEST, HUNGARY (September 24, 2015):** The [Diatron Group](http://www.diatron.com), global provider of hematology and clinical chemistry analyzers, will display their new 3-part differential hematology analyzer (60 test /hour throughput) to the laboratory world for the first time in Dusseldorf, Germany, at Medica 2015 on the 16-19 November. This innovative analyzer has been specially designed to provide unique solutions to the many needs of the rapidly evolving worldwide hematology markets.

This small analyzer has low reagent consumption (<10ml), requires only a small sample size (10ul) and has an on-board reagent pack\*\* (sufficient for circa 200 measurements). These key features focused on reducing footprint, will allow the analyzer to be used many situations which includes small laboratories and point of care environments. In addition, the low reagent consumption and on-board reagent pack

# MEDIA RELEASE



ensure that the shipping of reagents will be much easier and will benefit from significant cost reductions.

The newly developed analyzer requires little bench space but will feature a large touch screen, an intuitive user interface, an optional back-up battery pack and extended connectivity options.

The system is expected to launch in early 2016, please visit booth 3A 07 at Medica to learn more.

\*\* patent applied for on the on-board reagent pack

## **Editors' Notes**

### **The Diatron Group**

Diatron develops, manufactures and markets hematology and clinical chemistry analyzers, and associated reagents for human medical and veterinary use. The company was founded over 20 years ago and, since its inception, has been at the forefront of laboratory diagnostics. Today, in its new production facility in Budapest, Hungary, the extensive R&D/Engineering team develops and manufactures a broad product range including: hematology analyzers, hematology reagents (both for its own and other manufacturers' analyzers), hematology control material, clinical chemistry analyzers, clinical chemistry reagents and clinical chemistry controls.

The brand name of Diatron has been established throughout the world with its products being sold and marketed in more than 100 countries. Today, there are over 30,000 Diatron clinical chemistry and hematology analyzers in laboratory use, with a customer base that continues to grow strongly year after year.

### DIATRON INTERNATIONAL OFFICE

Address: Tablas u. 39. , H-1097 Budapest, Hungary

Phone: +36 1 436 9800

Email: [sales@diatron.com](mailto:sales@diatron.com)

### DIATRON USA

Address: 4548 N. Hiatus Rd., Sunrise, FL 33351, USA

Phone: 877-684-1139

Email: [sales@diatron.com](mailto:sales@diatron.com)