

2012 IBO Design Award

Ahram Biosystems' Palm PCR has been honored with the *Instrument Business Outlook* (IBO) 2012 Silver Design Award for portable analytical instrumentation.

Award candidates have been chosen from the new products that *IBO* monitored through trade shows, trade publications, press releases and the Internet in the period August 2011 to July 2012. Winners were selected solely based on their industrial design, not on technical capabilities or performance. Criteria included innovation, aesthetics, functionality and features.

According to the IBO, "*The compact system, available in the G1-12 or economy F1-12 version, is truly handheld, employing rounded edges and a clean interface to make for the progressive yet approachable and familiar look of consumer products*". Since the product launch in 2011, Palm PCR has been globally recognized as a revolutionary product as reported in *Science* and a prominent US college textbook, *Human Genetics and Society*. This honorable award winning again reflects the global recognition of Ahram Biosystems' leadership in the mobile innovation of the PCR technology.

