



FOR IMMEDIATE RELEASE

UBM Canon's 2012 Medical Design Excellence Awards Calls for Entries

Innovative products invited to participate in 15th annual competition

Los Angeles, CA (October 25, 2011) - The [Medical Design Excellence Awards \(MDEA\)](#) program is accepting entries for its 2012 competition from companies and individuals worldwide involved in the design, engineering, manufacture, or distribution of finished medical devices or medical packaging products. The MDEA is presented by [UBM Canon](#), the leading producer of face-to-face, digital, print, and online business acceleration products for the worldwide medical device industry and sponsored by *MD+DI* ([Medical Device and Diagnostic Industry](#)) magazine.

Now in its 15th year, the MDEA competition is a prestigious, publicity-charged program that provides companies with year-round opportunities to increase the distinction of their MDEA-finalist and winning products. The program recognizes both the design achievements and healthcare contributions of medical product manufacturers and the many people behind the scenes—engineers, scientists, designers, and clinicians—who are responsible for the groundbreaking innovations that are changing the face of healthcare.

Parties interested in entering in the 2012 MDEA competition are encouraged to visit www.MDEAwards.com for complete program details, including eligibility requirements, a downloadable entry form, rules, instructions, and an entry materials checklist. Industry professionals are encouraged to review the information provided on the website and become involved in building recognition for medical product excellence, both in their own companies and industry wide. Although entries are most often submitted by manufacturers, firms that provide materials, components, or design and consulting services may submit an entry on behalf of a product manufacturer with that manufacturer's written consent.

The early-bird submission deadline for the 2012 MDEA competition is November 14, 2011 and its standard deadline is December 9, 2011.

Accepted in ten medical product categories, entries are evaluated by a multidisciplinary panel of jurors with expertise in engineering, medicine, human factors, industrial design, manufacturing, and other design and healthcare-related fields.

Finalists will be publicly announced in the April issue of *MD+DI* magazine. The winners will then be announced in May at a special presentation ceremony held in conjunction with the *Medical Design & Manufacturing (MD&M) East Conference and Exposition*, May 22-24, 2012,

at the Pennsylvania Convention Center in Philadelphia. MDEA-winning products will be honored with Bronze-, Silver-, or Gold-level awards in each category. Also, one Gold-winning product will be awarded “Best-in-Show”.

MDEA awards have been given to nearly 450 groundbreaking products, including the AcceleDent Orthodontic System; Avedro Vedera KXS Vision Correction Device; cobas b 123 point-of-care blood gas analyzer system; Compass interchangeable modular system; Cranial Loop nonmetallic cranial fixation device for postcraniotomy bone flap fixation; DISTALOCK Intramedullary (IM) Nail and Drill System; Encircle Compression Therapy device; Inogen One G2 portable oxygen concentrator; Integrated Cyclor real-time polymerase chain reaction (PCR) thermocycler; iO-Flex surgical system; Juggernaut Soft Suture Anchor; Leica BOND-III immunohistochemistry and in-situ hybridization staining system; Lifeline View automated external defibrillator; LipiView Ocular Surface Interferometer; MAGPIX versatile multiplexing bioassay platform; MalleoLoc ankle orthosis; Mindray V Series Patient Monitoring System; Orascope Freedom cordless LED headlamp for dentists and hygienists; PleuraFlow active tube clearance system; Pronto-7 handheld noninvasive hemoglobin spot-check testing device; Propoint obturation point for use in root canal therapy; Radiant Heat Warmer (RHW) 3000 series; Selenia Dimensions tomosynthesis (3D) system; SpeediCath Compact Male intermittent catheter; Triangular Prostatic Stent; UroLift System minimally invasive device; VeinViewer Vision vascular imaging device; and the Venner A.P. Advance Video Laryngoscope.

The MDEA program is endorsed by AdvaMed; the American Institute for Medical and Biological Engineering; the Healthcare Technology Foundation; the Human Factors and Ergonomics Society; the Medical Device Manufacturers Association; and the National Collegiate Inventors and Innovators Alliance.

For more information on the **Medical Design Excellence Awards**, visit www.MDEAwards.com, e-mail mdea@ubm.com, or call 310/445-4200.

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Contact

Kristine Thompson | **UBM Canon** | 310/996-9424 | kristine.thompson@ubm.com