

Demetech honoured with Frost & Sullivan 2007 Technology Innovation Award

Sweden-based Demetech has been selected as the recipient of the 2007 Frost & Sullivan Technology Innovation Award in the European bone densitometry systems market for its proprietary Dual X-Ray and Laser (DXL) technology. This innovative system is set to fulfill the need for a technology that accurately determines bone density in a cost-effective manner.

“Due to the method used by the current standard, Dual Energy X-Ray Absorptiometry (DEXA) technology, persons with very low or high fat content get distorted results, with fat error estimated to be anywhere between 10 and 40 per cent for individual patients,” notes *Frost & Sullivan* Research Analyst Ms. B Divya. “Demetech’s DXL Calscan solves this issue by innovatively combining a dual-wavelength X-ray source with laser definition of the measurement area.”

Demetech is the only company in the market with the patented DXL technology. Among the technology’s key benefits are high precision and accuracy, rapid scanning, user friendliness and affordability.

“In a market characterized by the established DEXA technology, Demetech has carved a niche for itself by investing substantially in R&D activities,” observes Ms. Divya. “Through a well-established distribution network and focused marketing strategies, the company is poised to fulfill the need for affordable yet accurate technology alternatives in the bone densitometry market.”

"To be honoured with the 2007 Frost & Sullivan Technology Innovation Award is proof that we have selected the best technology platform in our commitment to bring accurate and user friendly bone densitometry products to the market. The award was given to Demetech in competition with all the world's other top medical imaging companies. This shows that our strategies work well in today's very competitive markets", says Mr. Lars J.A. Johnson, Chairman and CEO of Demetech AB. "We hope our technology will contribute to an increased assessment of the bone density in the global fight against osteoporosis and that more women and men can benefit from accurate bone density measurements to prevent future fractures", adds Mr. Johnson.

Read more in the [complete press release](#) issued by Frost & Sullivan.

About Demetech AB

Demetech develops, manufactures and markets systems for the diagnosis and early detection of osteoporosis. Demetech, headquartered in Sweden, was founded in 1996, and later funded by venture capitalists. Dual X-ray and Laser, commonly called DXL, was invented by a team of Swedish doctors, researchers and engineers. Demetech’s DXL Calscan machine is the first, and only instrument based on this technology. The clinical trials for Demetech’s DXL Calscan system, which began in 1997 ended in 2000. Demetech’s first DXL Calscan system was sold in Sweden in 2001 and since then they have sold 100 units in Sweden. In the year 2004, Demetech obtained the U.S. Food and Drug Administration clearance for Calscan.

In late 2005, Scanflex International AB, a leading provider of state-of-the-art imaging systems for orthopedic surgery and products for personal radiation protection, acquired Demetech. This acquisition strengthens Demetech’s position in the market.

About Frost & Sullivan

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community, by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit www.frost.com.

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