



## **Small Animal Imaging Market: Biospace Lab Wins Frost & Sullivan Accolade for its Successful Product Line Strategy**

London, UK & Paris, France – October 01, 2008 - The 2008 Frost & Sullivan European Preclinical Small Animal Imaging Product Line Strategy of the Year Award is presented to Biospace Lab for keeping abreast of market requirements with its strong product portfolio. The company's outstanding product line has allowed it to attract new customers while satisfying existing ones, leading to increased market share.

"An in-depth understanding of, and ability to respond to, end user requirements supported by robust research and development efforts have yielded an expanding customer base," notes Frost & Sullivan Research Analyst Santhosh Kumar Ramaraj. "The company's strong product portfolio has laid a firm foundation for the company's continued growth."

"It is a great honour for Biospace Lab to get this Award based on a thorough and impartial market research and analysis conducted by Frost & Sullivan", said Bruno Brisson, Biospace Lab' CEO. He added "This is recognition of our unique position in the preclinical small animal imaging market with a strategically positioned product line covering different modalities that fulfils customer needs and expectations from in vitro to in vivo imaging".

Biospace Lab offers a wide range of *in vitro* and *in vivo* imaging products. The Photon Imager™, a real time bioluminescence and fluorescence system, dynamically detects and quantifies the optical signal. With the *In Actio*™ add-on, anesthesia is no longer required. The Photon Imager uses a technology developed for night vision and is faster and more sensitive than most of its competitors.

Gamma Imager allows easy switching from planar scintigraphy to Micro-SPECT and Micro-SPECT/CT, with a good price to quality ratio. Beta Microprobe is an alternative to Micro-PET for local pharmacokinetics measurements with a simple, cost-effective system. Biospace Lab's *in vivo* imaging products are thus well suited for the imaging of molecular, metabolic, physiologic as well as anatomical events in small animals.



The autoradiography solution includes Beta Imager and Micro Imager which are marked by sensitivity and speed. They are applied in the accurate detection, localisation and quantification of radio-labeled molecules in tissue sections for various protocols (including pharmacokinetics, receptor binding studies and anatomical studies) in various fields such as neurology, microbiology and oncology.

“Biospace Lab values quality and its systems are thoroughly tested during the production process,” states Ramaraj. “Its commitment to product innovation - the latest being the *In Actio*<sup>™</sup> module in Photon Imager that gives users the unique capability to perform imaging on non-anesthetised animals - has effectively met evolving customer needs. “

Most Biospace Lab’s competitors have a restricted product range that fails to meet diverse end user requirements. For instance, animal optical imaging system providers are limited solely to the optical imaging segment. In contrast, Biospace Lab has a robust product portfolio offering optical imaging- scintigraphy - autoradiography, thus accommodating the different market segments within the small animal imaging market.

Biospace Lab has demonstrated strong penetration of vertical markets with its autoradiography solutions. The device holds particular appeal for pharmaceutical companies since the characteristics of the device meet perfectly the needs for drug development imaging such as speed, sensitivity and repeatability.

“The company has focused primarily on developing advanced, high quality products that offer exceptional customer value,” comments Ramaraj. “Biospace Lab now has the capacity to fully support its varied and ever expanding client base in their search for imaging solutions relevant to their needs in different conditions. “

The Frost & Sullivan Product Line Strategy of the Year Award is presented each year to the company that has demonstrated the most insight into the needs and product demands of its customers. The recipient company has optimized its product line by leveraging products with the various price, performance, and feature points required by one or more market segments.



Frost & Sullivan Best Practices Awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

**About Biospace Lab:**

Biospace was founded in 1989 by Nobel Prize winner Dr. Georges Charpak to provide fellow researchers in biology with innovative imaging tools based on his discoveries in high-energy physics and particle detection. Since then, Biospace has pursued and created strong links with the medical, pharmaceutical and scientific communities to bring relevant and creative solutions to biomedical imaging needs with the split of two independent companies.

Biospace lab ([www.biospacelab.com](http://www.biospacelab.com)) focuses on high-performance imaging equipment for pre-clinical research in drug discovery and biology. The company has developed in this field a comprehensive portfolio of in vitro, in vivo and now in actio® multimodality small animal imaging solutions used by almost every major pharmaceutical company and many prestigious academic centers worldwide.

Biospace Lab headquarters, development and production facilities are located in central Paris, France and the company has a subsidiary in Cambridge, MA USA.

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