



## **Flex Focus Mobile Ultrasound Scanner Wins iF Product Design Gold Award**

### **BK Medical Receives Award From Renowned European Design Institution**

PEABODY, Mass., March 16, 2010 (GLOBE NEWSWIRE) -- Analogic Corporation (Nasdaq:ALOG), a leading provider of medical imaging and aviation security technology, announced today that the Flex Focus™ mobile ultrasound scanner, designed and manufactured by its [BK Medical](#) subsidiary, received an iF Product Design Gold Award for 2010.

An international jury of experts evaluated 2,486 entries, from 39 nations, based on criteria that included product design, workmanship, choice of materials, innovation, environmental friendliness, functionality, ergonomics, and safety. Of the 778 iF Product Design Award winners, the jury selected 50 as recipients of an additional iF Gold Award for "best in competition," honoring particularly outstanding design achievements within the scope of the competition.

The iF Design jury issued this quote regarding why the Flex Focus was chosen as a Gold Award recipient in the category of Medicine/Health+Care: "This ultrasound device is extremely compact with a great interface layout. Basically, the entire device is nothing but a user interface, namely a control panel, which is a single piece covered with silicon, and a large, flat LCD screen, in portrait orientation to make the unit smaller. In the field of medical equipment, this product is simply brilliantly designed."

The groundbreaking design of the Flex Focus scanner complements its exemplary functionality, making it the mobile solution for sophisticated ultrasound needs. Ultrasound customers around the world have been appreciating the stunning design and great image quality of the Flex Focus since its introduction in 2009.

Michael Brock, president and CEO of BK Medical, said, "The Flex Focus scanner gives the medical community the features they want inside a sleek, ultramodern package. I am proud of the Flex Focus, its design achievement, and the fact that the Flex Focus can now carry the iF quality seal."

The iF Product Design Award is one of the world's oldest. For 56 years, it has served as an internationally recognized trademark for outstanding design. Across the globe, the iF brand is an established symbol for exceptional design achievement. iF has offices in Germany, Taiwan, Korea, and Brazil.

### **About Analogic**

Analogic is a high-technology company that designs and manufactures advanced medical imaging and security systems and subsystems sold to original equipment manufacturers (OEMs) and end users in the healthcare and homeland security markets. We are recognized worldwide for advancing state-of-the-art technology in the areas of computed tomography (CT), magnetic resonance imaging (MRI), digital radiography, specialized ultrasound, and automatic explosives detection for airport security. Our OEM customers incorporate our technology into systems that they in turn sell for various medical and security applications. We also sell our ultrasound products directly to specialized clinical end-user markets through our direct worldwide sales force under the business name BK Medical ApS (BK Medical). For more information, visit [www.analogic.com](http://www.analogic.com).

### **About BK Medical**

BK Medical, a wholly owned subsidiary of Analogic Corporation (Nasdaq:ALOG), specializes in the development and production of diagnostic ultrasound equipment. The company is recognized as a world leader in developing ultrasound scanners specially designed for surgery and for the investigation of urological disorders. The product line also includes scanners for other applications such as pelvic floor, anesthesiology and radiology.

Headquartered in Denmark, BK Medical is represented in 60 countries with subsidiary sales companies in the US, Belgium, Germany, Italy, the Nordic countries and the UK. An extensive network of distributors connects BK Medical with Eastern Europe, the Middle East, Asia and the rest of the world. The company has about 300 employees of which two-thirds are located in Denmark. For more information visit [www.bkmed.com](http://www.bkmed.com).

The BK Medical logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=7225>

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