Woodley Laboratory Diagnostics

Sales and Marketing Presentation

August 2012
Overview

This presentation will provide you with a basic understanding of each product available to our network of distributors

**What Will Be Covered?**
This presentation will cover the following for each product available:

- Overview
- Features and Benefits
- Applications for use/target markets
- Installation/demonstration videos
- Marketing documentation available

**Products Available to Distributors**

- **QBC Europe Products**
  - QBC Star POC Haematology System
  - QBC Autoread Plus POC Haematology System
  - QBC ParaLens Advance Fluorescence Microscopy System
  - QBC Malaria Diagnostics Kits
  - QBC F.A.S.T. Malaria Stain
  - QBC F.A.S.T. TB Diagnostic Kits

- **InSight Diagnostic System**

- **Arkray Clinical Chemistry Products**

- **InSight Electrolyte Analyser**

- **Horizon Centrifuges**

- **Vision Microscopes**

- **Reflotron Plus Clinical Chemistry System**
**Overview**

The **QBC STAR™ Point Of Care Haematology system** can change the way you collect and analyse samples. The difference lies in the QBC STAR™ Tube. It is flexible enough to use for both venous or capillary samples. Unlike other haematology systems, you can use the **QBC STAR™ Tube** as the single vehicle for collection and analysis for **9 clinically significant parameters**:  
- Haematocrit  
- Haemoglobin  
- MCHC  
- Platelet count  
- White blood cell count  
- Granulocyte count  
- Granulocyte percentage  
- Lymphocyte / monocyte count  
- Lymphocyte / monocyte percentage

All reagents are contained within the **QBC Star Tubes** used with the QBC Star™.
QBC Star™ POC Haematology System

Features and Benefits

• Innovative **dry haematology** technology
• **Eliminates** bulky liquid reagents used with traditional systems
• **Maintenance** is virtually unnecessary
• Size and **portability**
• Entirely **self contained** unit
• **9 parameter** haematology screen
• **Easy to use** – simple 4 step procedure
• **Multiple uses** in a variety of markets
QBC Star™ POC Haematology System

Applications For Use/Target Markets

• Military medicine – field hospitals, submarines, surface ships
• Oil and gas rigs
• Mining communities
• Emergency rooms
• Small laboratories
• Paediatric applications
• POC settings
• Remote healthcare centres
• GP practices
• Cruise ships
• Rural settings
QBC Star™ POC Haematology System

Sales & Marketing Support Available

- General product brochure (Woodley Lab Diagnostics)
- Specific QBC Star product brochure
- QBC haematology sales training guide
- QBC Star Tube user guide
- QBC Star Vs Sysmex evaluation data
- QBC Star controls sheets
- Expected values sheet
- Operator’s manual
- Scientific papers
- Product images
- Promotional pens and notepads
- QBC representative at exhibitions
QBC Autoread Plus™ POC Haematology System

Overview
With all the features of the QBC STAR, the QBC Autoread Plus haematology system separates centrifugation and analysis allowing faster processing for the higher volume user.

9 clinically significant parameters:
- Haematocrit
- Haemoglobin
- MCHC
- Platelet count
- White blood cell count
- Granulocyte count
- Granulocyte percentage
- Lymphocyte / monocyte count
- Lymphocyte / monocyte percentage

All reagents are contained within the QBC Capillary Tubes, QBC Venous Tubes and QBC Accutubes: all can be used with the QBC Autoread Plus™
QBC Autoread Plus™ POC Haematology System

Features and Benefits

• Innovative **dry haematology** technology
• **Eliminates** bulky liquid reagents used with traditional systems
• **Maintenance** is virtually unnecessary
• Size and **portability**
• **9 parameter** haematology screen
• **Easy to use** – simple, quick operation
• **High volume** usage - centrifuge up to 20 tubes at once then analyse each one
• **Reliability** – 3 year mean time between failure
• **Durability** – known to work in the harshest of conditions
• **Multiple uses** in a variety of markets
QBC Autoread Plus™ POC Haematology System

Applications For Use/Target Markets

- Military medicine – field hospitals, submarines, surface ships
- Oil and gas rigs
- Mining communities
- Emergency rooms
- Small laboratories
- Paediatric applications
- POC settings
- Remote healthcare centres
- GP practices
- Cruise ships
- Rural settings
QBC Autoread Plus™ POC Haematology System

Sales & Marketing Support Available

• General product brochure (Woodley Lab Diagnostics)
• Specific QBC Autoread product leaflet
• QBC haematology sales training guide
• QBC Accutube user guide
• QBC Capillary tube user guide
• QBC Venous tube user guide
• Autoread Analyser operator’s manual
• QBC Centrifuge operator’s manual
• Scientific papers
• Product images
• Promotional pens and notepads
• QBC representative at exhibitions
QBC ParaLens Advance Fluorescence Microscopy

Overview
The ParaLens Advance is a cutting-edge microscope attachment designed to provide the many benefits of LED fluorescence microscopy to any light microscope. The patent-pending design of the ParaLens Advance offers features unmatched by competing fluorescence microscopy products.

Highly portable fluorescence microscopy solution which can be used in a wide variety of settings including:
- Remote healthcare centres
- Field hospitals
- TB and malaria laboratories
- Veterinary applications
Features and Benefits

- Sensitivity, specificity, rapid testing, and easy use
- Sensitivity is high enough to detect as few as 50 molecules per cubic micrometer
- The ability to upgrade any light microscope
- A durable, bright LED light source
- Multiple convenient power options
- Economical
- Fast switching between objectives
- Long lifetime
- Quiet operation
- Full control of light intensity
- No warm up required
- No down time
- No hazardous materials
Applications of Use

• Medicine, public health, biological research, environment monitoring and the food industry, military medicine
• Medical laboratory diagnosis
• Fast, accurate detection and quantification of malarial parasites in capillary and venous blood
• Accurate species identification - including filaria in blood (using the QBC Malaria Tube)
• Detects Malaria, TB, Trypanosomes and other blood-borne parasites
• Early detection of bacteria in blood
• Meningitis diagnosis
QBC ParaLens Advance Fluorescence Microscopy

Marketing Support

• General product brochure (Woodley Lab Diagnostics)
• Specific QBC ParaLens Advance product brochure
• QBC ParaLens Advance sales training guide
• QBC ParaLens Advance user guide
• QBC ParaLens Advance operator’s manual
• Malaria application notes
• TB application notes
• Scientific papers
• Posters
• Product images
• Promotional pens and notepads
• QBC representative at exhibitions
Overview
The QBC Malaria Test is a fluorescence microscopy-based malaria diagnostic test that speeds and simplifies malaria detection. Identification of the following parasites is possible:

- **Malaria** (P. falciparum, P. vivax, P. malariae, P. ovale)
- **Babesiasis** (B. microti, B. bigemina)
- **Typanosomiasis** (T. brucei, T. gambiense, T. rhodesiense, Crithidia species, T. cruzi)
- **Filariasis** (W. bancrofti, B. malayi, Loa loa, M. ozzardi, M. perstans, D. immitis)
- **Borrelia** (B. duttonii, B. crocidurae)

Superior to competing malaria Rapid Diagnostic Tests (RDTs)
**QBC Malaria Diagnostic Kits**

**Features and Benefits**

- **Increased Sensitivity** compared to thick film analysis, with proven advantages in cases of low parasitemia
- **Time Savings**, with results in as low as 8 minutes, a fraction of the time of thick film analysis, and reduced training time for new users
- **Simple Set-Up and Review**, improving sample collection and review for users through patented QBC technology
- **Respected, Proven Technology**, boasting FDA clearance and a long history of proven success in dozens of scientific studies
- 5.5 to 7% more sensitive than Giemsa thick films
QBC Malaria Diagnostic Kits

How it Works

• The QBC Malaria Test is internally coated with **fluorescent acridine orange stain** to improve the visibility of malaria parasites. When excited by blue light (~460 nm), parasites will fluoresce brightly against a dark background, as seen in the micrographs to the right.

• **Centrifugation** makes parasites easier to locate within the tube. When the tube is centrifuged in the QBC Capillary Centrifuge (see right), blood components and malaria parasites separate based on density, and concentrate in distinct layers.

The QBC Capillary Centrifuge is an integral part of the QBC Malaria Test system. This microhematocrit centrifuge is designed to spin up to 20 tubes at 14,400 x g (12,000 RPM) for 5 minutes.
QBC Malaria Diagnostic Kits

Marketing Support

• General product brochure (Woodley Lab Diagnostics)
• Specific QBC Malaria brochure
• QBC Malaria Kit product insert
• Malaria application notes
• Sample processing user guide
• Sample review user guide
• Malaria parasite atlas
• Scientific papers
• Product images
• Posters
• Promotional pens and notepads
• QBC representative at exhibitions
QBC F.A.S.T. Malaria Stain

Overview

• Fluorescence and Staining Technologies (F.A.S.T.) Malaria Stain is a fluorescent stain that revolutionises malaria detection with features that provide a fast, clear alternative to standard Giemsa stains

• F.A.S.T. Malaria Stain offers unrivaled staining speed, with thin smear staining in just 1 minute and thick staining in 10 minutes. These times surpass all other alternatives on the market, including Rapid Diagnostic Tests (RDTs)

• Transitioning to F.A.S.T. Malaria Stain is easy to adopt for users familiar with Giemsa staining techniques
**QBC F.A.S.T. Malaria Stain**

**Features and Benefits**

<table>
<thead>
<tr>
<th>Features</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fluorescent Stain</td>
<td>Provides clarity and confidence that Giemsa can’t match</td>
</tr>
<tr>
<td>1-Minute Thin Film 10 minute Thick Film</td>
<td>Gives option of thick or thin film in minutes; Easier to integrate in to lab’s operation</td>
</tr>
<tr>
<td>Two Step Staining Process</td>
<td>Faster and easier staining process; Less time commitment for users; Easier training</td>
</tr>
<tr>
<td>Small Stain Requirements</td>
<td>Less frequent need for ordering; Less mess</td>
</tr>
<tr>
<td>Customisable Kits</td>
<td>Convenient ordering; Assured compatibility between components</td>
</tr>
<tr>
<td>Training Resources</td>
<td>Increased ease of use; Faster orientation; Improved accuracy</td>
</tr>
</tbody>
</table>
QBC F.A.S.T. Malaria Stain

Simple Staining

1. Flood prepared smear with F.A.S.T. stain, and allow to set for 45 seconds
2. Wash off stain according to directions, and allow sample to completely dry
3. Review the sample with a fluorescence microscope or the ParaLens Advance microscope attachment

Thin Film (1000x)
Orange or gold parasites stand out inside of green blood cells.

Thick Film (1000x)
A gold headphone-shaped *P. falciparum* trophozoite seen against the dark background.
QBC F.A.S.T. Malaria Stain

Marketing Support

• General product brochure (Woodley Lab Diagnostics)
• Specific QBC F.A.S.T. product leaflet
• F.A.S.T. Malaria Stain user guide
• Scientific papers
• Product images
• Promotional pens and notepads
• QBC representative at exhibitions
QBC F.A.S.T. TB Diagnostic Kits

Overview

• Fluorescence and Staining Technologies (F.A.S.T.) AFB Kits makes tuberculosis detection easier than ever with unique features designed for the fluorescence microscopy user

• F.A.S.T. reagents take approximately 3 minutes to stain, versus 20 minutes for conventional stains, thus increasing lab throughput

• The WHO and The Stop TB Partnership have both recommended the implementation of fluorescence microscopy with Auramine O stain for TB diagnosis

• QBC F.A.S.T. TB kits can make that implementation easier and more effective
QBC F.A.S.T. TB Diagnostic Kits

Features and Benefits

• 3-Minute F.A.S.T. Auramine O Stain prepares samples in a fraction of the time of conventional stains

• Patent Pending SureFocus Microscope Slide simplifies focusing and standardises review to meet World Health Organisation requirements

• Total System Approach eases the burden for users, as we can provide all of the supplies needed for review

• Simple 4 step procedure
QBC F.A.S.T. TB Diagnostic Kits

Applications of Use/Target Markets
- TB labs across the globe
- Field hospitals
- Military medicine
- Remote healthcare centres
- Veterinary applications

How It Works
- Process sample
- Apply Auramine O stain then rinse
- Apply decolouriser then rinse
- Dry then examine
QBC F.A.S.T. TB Diagnostic Kits

Marketing Support

• General product brochure (Woodley Lab Diagnostics)
• Specific QBC F.A.S.T. product leaflet
• Slide preparation user guide
• Staining procedure user guide
• Troubleshooting guide
• SureFocus Slide user guide
• TB application notes
• Scientific papers
• Product images
• Promotional pens and notepads
• QBC representative at exhibitions
SpotChem EZ Clinical Chemistry Analyser

Overview
The SpotChem EZ Clinical Chemistry Analyser performs biochemical measurements easily with the dry method and solid phase reagent.

Features
• Dry biochemistry
• Easy calibration
• Simple operation
• Compact design
• Quick and easy to use
• Built-in centrifuge
• 22 parameters available
• Whole blood, serum or plasma
• Convenient six-test panel strips available

For the African and Middle Eastern markets only
SpotChem EZ Clinical Chemistry Analyser

22 test parameters available

- Albumin
- Alkaline Phosphatase
- ALT (GPT)
- Amylase
- AST (GOT)
- Calcium
- Total Cholesterol
- CPK
- Creatinine
- Fructosamine
- Gamma-GT
- Glucose
- Direct HDL Cholesterol
- LDH
- Haemoglobin
- Magnesium
- Inorganic Phosphorus
- Total Bilirubin
- Total Protein
- Triglycerides
- BUN (Urea)
- Uric Acid

5 multi-parameters strips also available

- **Kidney-2** (CREA, ALB, T-PRO, UA & BUN)
- **Liver-1** (LDH, ALB, ALT, AST, T-PRO & T-BIL)
- **Panel-1** (ALT, AST, BUN, GLU, T-CHO & T-BIL)
- **Stat-1** (LDH, CPK, ALT, AST, BUN & T-BIL)
- **Kenshin-2** (AST, ALT, GGT, TG, T-CHO, HDL-C)
SpotChem EL Electrolyte Analyser

Overview
The SpotChem EL is an electrolyte analysis system with capacity for total electrolyte analysis requirements in all fields. Fast, accurate and simple electrolyte analysis of body fluids.

Features
• Compact bench-top blood electrolyte analyser
• Simultaneous measurement of Sodium, Potassium and Chloride
• Whole blood, serum, plasma or urine
• Results available in approximately 1 min
• Calibration by magnetic card
• Highly reliable special electrodes
• Compact and lightweight

For the African and Middle Eastern markets only
PocketChem BA Blood Ammonia Analyser

Overview
The PocketChem BA blood ammonia analyser is an easy to use, palm sized meter where a whole blood sample is available.

Features
• Small, portable **whole blood ammonia** meter
• No pre-treatment of 20µl sample
• Easy calibration with magnetic swipe card
• Results available in around 3 minutes
• Temperature compensation
• Measuring range 7 – 286 umol/L
• 50 result memory

For the African and Middle Eastern markets only
PocketChem UA Urine Analyser

Overview
The PocketChem UA urine analyser is a palm size meter with a separate printer unit, whole blood sample is available with easy operation.

Features
• Palm-sized battery powered meter
• Easy operation and low maintenance
• Highly reliable test results with Creatinine compensation
• Detachable printer
• Accurate results with Protein/Creatinine ratio calculation
• Long life LED source
• Coloured urine compensation
• Ambient temperature compensation
• Specific Gravity compensations

For the African and Middle Eastern markets only
InSight™ Diagnostic System

Overview
Combining three of the Worlds most valued dry reagent diagnostic systems for haematology, biochemistry and infectious diseases.

Features
• Capillary blood sample
• Simple, quick process
• Non-invasive procedure
• Ideal for paediatric diagnostics
• True Point Of Care system
• No regular maintenance required
• No regular servicing required
• No liquid reagents
• No biohazardous waste produced
• No lengthy start-up or shut-down cycles
InSight™ Diagnostic System

Applications
Diagnostic testing for biochemistry, haematology and infectious diseases performed at the Point Of Care in virtually any environment or setting including:
• Remote health clinics
• Oil and gas rigs
• Doctors office
• Military settings

Parameters
• 9 haematology parameters
• Up to 22 biochemistry parameters
• Examine for a variety of parasites including malaria, trypanosomiasis and filariasis
**InSight™ Electrolyte Analyser**

**Overview**
Fast, accurate electrolyte testing for sodium, potassium, chloride, ionised calcium and lithium. A highly sensitive and accurate analyser with a self contained ISE pack.

**Features**
- Small sample volume
- Whole blood, serum, plasma or urine
- User input with external keyboard
- Optional barcode scanner
- Stores up to 1,000 results
- Test results in 60 seconds
- Small, bench top unit
- Internal printer
InSight™ Electrolyte Analyser

Applications

- Remote health clinics
- Small laboratories
- Oil and gas rigs
- Mining communities
- Doctors office
- Cruise ships
- Emergency rooms
- Rural settings
- Embassies
- Veterinary practices
- Military applications

Six different Electrodes
Self-contained ISE pack
Highly sensitive and accurate
Clinical Chemistry Range

Marketing Support

• General product brochure (Woodley Lab Diagnostics)
• Dedicated Reflotron brochure
• Dedicated SpotChem and PocketChem leaflets
• Dedicated InSight electrolyte leaflet
• Reagent specification sheets
• User manuals
• Product images
• Promotional pens and notepads
• QBC representative at exhibitions
Horizon Centrifuges

Overview

- Range of horizontal bench top centrifuges
- The number one selling centrifuge in the USA
- Over 30,000 manufactured each year
- The first small, low-cost horizontal centrifuge to the European market
- Advanced safety features – automatic & zero RPM lid-lock
- Centrifuges can be branded with your logo
- CE marked
Horizon Centrifuges

Features and Benefits
- Electronic timer
- Small footprint
- Brushless DC motor
- Cool running
- Single and variable speed options
- Quiet operation and low vibration

Benefits of Horizontal Separation
- Better separation
- Tighter gel line
- No remixing
- No spoilt samples
- No need for re-spins

Applications Of Use
- Doctors offices
- Small to large laboratories
- Veterinary surgeries
- Emergency rooms
- Contract research/Pharmaceutical organisations
- Multiple tube size requirements
- University departments
- Coagulation surgeries
- PCR applications
- QBC haematology analyser users
Horizon Centrifuges

Customisation
- All centrifuges can be branded with your logo to enhance your company image
- At NO extra cost
- Centrifuges available for a wide variety of applications
- Every centrifuge ordered can be installed with your branded label

Technical Support
- Specialist technical support from Woodley Lab Diagnostics
- Dedicated service centre
- In-house training can be provided for service engineers
Clinispin Centrifuges

**Clinispin CT20 Centrifuge**
- Designed for PRP and PPP
- Variable speed
- 6 x 15ml tubes
- For doctors office or small laboratory

**Technical Support**
- CT10 & CT15 – designed for basic centrifuge requirements
- Fixed speed and variable speed respectively
- For doctors office or small, remote lab
- For use in Africa only
Clinispin Centrifuges

Marketing Support

- General product brochure (Woodley Lab Diagnostics)
- Dedicated Horizon Centrifuge brochure
- Specification sheets for all centrifuges
- Branded centrifuge front panels
- Posters
- Product images
- Promotional pens and notepads
- QBC representative at exhibitions
Vision Microscopes

Overview
• Three different microscopes
• Range from inexpensive quality microscopes...
• ...to full featured professional microscopes
• Equipped with precision DIN optics

Features and Benefits
• All models are CE certified
• Small and compact
• Lightweight
• Wide range available for various applications
• Extremely sturdy build
• Variety of accessories available
Vision Microscopes

Marketing Support
- General product brochure (Woodley Lab Diagnostics)
- Dedicated Vision Microscope brochure
- Specification sheets for all microscopes
- User manuals
- Posters
- Product images
- Promotional pens and notepads
- QBC representative at exhibitions
Reflotron Plus Clinical Chemistry System

Overview
In vitro diagnostic device designed for the quantitative determination of clinical chemistry parameters using Reflotron® Test reagent strips. It works on the principle of reflectance photometry and ensures rapid and reliable results whilst being easy to use.

Ideal for:
• Remote health care centres
• Cruise ships
• Oil and gas rigs
• Military medicine
• Mining communities
• Small laboratories
• GP practices
• Rural settings
• Veterinary applications
Reflotron Plus Clinical Chemistry System

Features and Benefits

• **17** clinical parameters available
• No reagent preparation or calibration
• Individual parameter selection
• Determination directly from capillary and venous blood, plasma or serum
• **Small** sample volume
• Minimal maintenance
• **Easy to use** – simple 3 step procedure
• Integral printer
• Data storage and IT connectivity
• **Lightweight** and portable
• Secure handling of results
Reflotron Plus Clinical Chemistry System

Applications For Use
Parameters available to test for:

- Liver disorders
- Bone disorders
- Pancreatitis
- Anaemia
- Lipid disorders
- Muscle disease
- Diabetes
- Gout
- Myocardial infarction
- Kidney disease
- Veterinary applications

Reagents and Supplies for Reflotron® Plus

<table>
<thead>
<tr>
<th>Reagent</th>
<th>Pack Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reflotron® Tests</td>
<td></td>
</tr>
<tr>
<td>Alkaline Phosphate</td>
<td>30 tests</td>
</tr>
<tr>
<td>Amylase</td>
<td>15 tests</td>
</tr>
<tr>
<td>Bilirubin</td>
<td>30 tests</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>30 tests</td>
</tr>
<tr>
<td>CK</td>
<td>15 tests</td>
</tr>
<tr>
<td>Creatinine</td>
<td>30 tests</td>
</tr>
<tr>
<td>GCT</td>
<td>30 tests</td>
</tr>
<tr>
<td>Glucose</td>
<td>30 tests</td>
</tr>
<tr>
<td>GOT (AST)</td>
<td>30 tests</td>
</tr>
<tr>
<td>GPT (ALT)</td>
<td>30 tests</td>
</tr>
<tr>
<td>HDL Cholesterol</td>
<td>30 tests</td>
</tr>
<tr>
<td>Haemoglobin</td>
<td>30 tests</td>
</tr>
<tr>
<td>K+ (Potassium)</td>
<td>30 tests</td>
</tr>
<tr>
<td>Pancreatic Amylase</td>
<td>15 tests</td>
</tr>
<tr>
<td>Triglycerides</td>
<td>30 tests</td>
</tr>
<tr>
<td>Urea</td>
<td>15 tests</td>
</tr>
<tr>
<td>Uric Acid</td>
<td>30 tests</td>
</tr>
</tbody>
</table>

Reflotron® Controls

- Clean + Check: 15 check test strips, 16 wipes
- Precinorm® U: 4 x 2 ml
- Precinorm® HB: 4 x 2 ml
- Precinorm® HDL: 4 x 2 ml
Conclusion

Products Available to Distributors

• QBC Europe Products
  – QBC Star POC Haematology System
  – QBC Autoread Plus POC Haematology System
  – QBC ParaLens Advance Fluorescence Microscopy System
  – QBC Malaria Diagnostics Kits
  – QBC F.A.S.T. Malaria Stain
  – QBC F.A.S.T. TB Diagnostic Kits
• InSight Diagnostic System
• InSight Electrolyte Analyser
• Arkray Clinical Chemistry Products
• Clinispin Centrifuges
• Vision Microscopes
• Reflotron Plus Clinical Chemistry System

General Information

• Bi-monthly newsletters available to distributors
• Regular emails regarding promotions, exhibitions, product launches, pricing and training
• Product training sessions
• Brochures and giveaways

We are happy to come and visit you for a meeting to discuss the market potential of these products in your country – please contact Emily Clarke emilyc@woodleyequipment.com to arrange this.