

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™









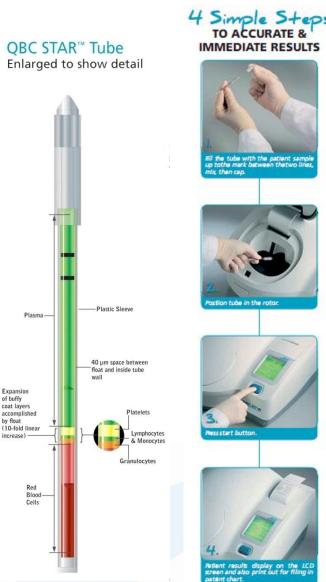






Features and Benefits

- 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

















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





















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

















Overview

With all the features of the QBC STAR, the QBC Autoead 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™















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



















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**





















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

















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















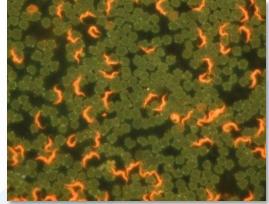




Applications of Use

- 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



















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. rhodensiense, 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)



	Rapid Diagnostic Tests	QBC Malaria Test
Time Per Test	10-15 minutes per test	8 minutes (for negative samples)
Sensitivity	Only reliable at levels of 100 parasites per µL of blood or greater	Can detect as little as 1 parasite per µL of blood
Specificity	Frequent false positives	>98%
Ability to Speciate?	Minimal	Yes









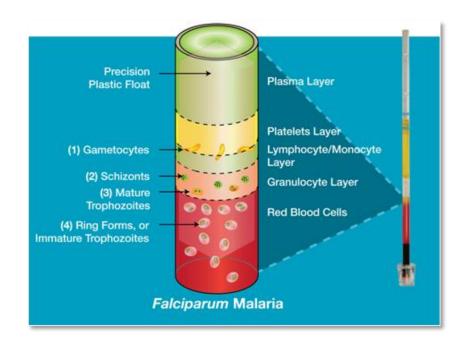


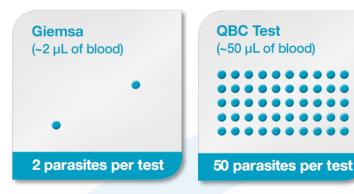




Features and Benefits

- 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













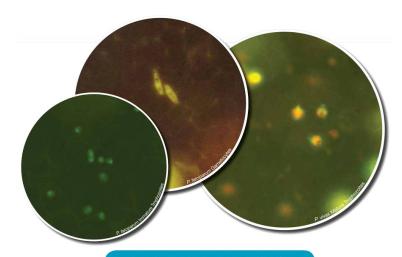






How it Works

- 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.



QBC Capillary Centrifuge



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















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



















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

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















QBC F.A.S.T. Malaria Stain

Simple Staining

F.A.S.T. Malaria Stain easily stains thin or thick smear samples for review in minutes:



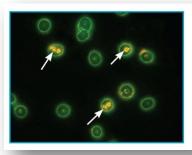
Flood prepared smear with F.A.S.T. stain, and allow to set for 45 seconds



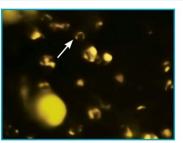
Wash off stain according to directions, and allow sample to completely dry



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 headphoneshaped *P. falciparum*trophozoite seen
against the dark
background.

















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

















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











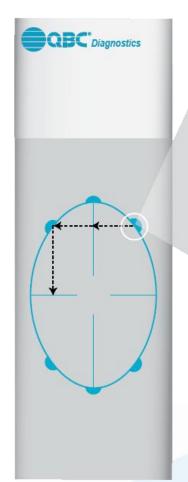


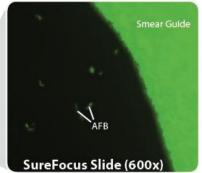




Features and Benefits

- 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



















Applications of Use/Target Markets

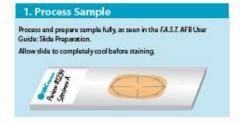
- TB labs across the globe
- Field hospitals
- Military medicine
- Remote healthcare centres
- Veterinary applications

How It Works

- Process sample
- Apply Auramine O stain then rinse
- Apply decolouriser then rinse
- Dry then examine

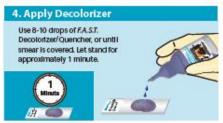


F.A.S.T. Products used in specimen staining: One (1) Bottle F.A.S.T. Auramine O AFB Stain One (1) Bottle F.A.S.T. Decolorizer/Quencher

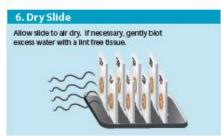


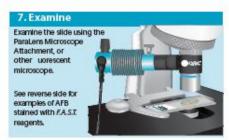


























Marketing Support

- 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

















SpotChem EZ Clinical Chemistry Analyser

22 test parameters available

Albumin LDH

Alkaline Phosphatase Haemoglobin

ALT (GPT) Magnesium

Amylase Inorganic Phosphorus

AST (GOT) Total Bilirubin

Calcium Total Protein

Total Cholesterol Triglycerides

CPK BUN (Urea)

Creatinine Uric Acid

Fructosamine

Gamma-GT

Glucose

Direct HDL Cholesterol





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

















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

















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

















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, trypanosomses and filariasis

Revolutionise the diagnostic capabilities of remote health clinics at the Point of Care

















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
- Decicated 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















WOODLEY LABORATORY DIAGNOSTICS

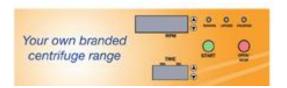
Customisation

- 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

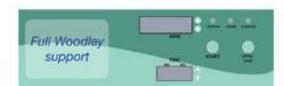
Technical Support

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

























Clinispin 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





















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

















WOODLEY LABORATORY DIAGNOSTICS

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

- · 3 models available
- . LED or fluorescent
- · Low cost solutions
- · Exceptional quality
- · Manufactured in Europe























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 f	for Reflotron® Plus
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Reflotron® Tests	Pack Size
 Alkaline Phosphate 	30 tests
• Amylase	15 tests
Bilirubin	30 tests
 Cholesterol 	30 tests
• CK	15 tests
Creatinine	30 tests
• GCT	30 tests
• Glucose	30 tests
• GOT (AST)	30 tests
• GPT (ALT)	30 tests
 HDL Cholesterol 	30 tests
 Haemoglobin 	30 tests
• K+ (Potassium)	30 tests
 Pancreatic Amylase 	15 tests
 Triglycerides 	30 tests
• Urea	15 tests
• Uric Acid	30 tests

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**

<u>emilyc@woodleyequipment.com</u> to arrange this.











