



Aidian Appointed Sole Distributor of PixCell Medical's Point-of-Care Hematological Analyzer HemoScreen™ in the Nordics

YOKNEAM ILIT, Israel – February 2, 2021 - [PixCell Medical](#), innovator of rapid diagnostic solutions at the point-of-care, today announced a partnership with [Aidian](#), a Finland-based in-vitro diagnostics company providing reliable, fast, and easy-to-use diagnostic tests for primary care. Aidian will serve as the sole distributor of PixCell's HemoScreen™, a hematology analyzer designed for use at the point of care, with exclusive distribution rights in Finland, Norway, Denmark, Latvia and Estonia.

“Offering cost-effective and smart solutions for primary care is our central mission, and we are always looking for well-established diagnostic manufacturers developing innovative products to help us achieve this goal,” said Saila Pesonen, VP Business Development at Aidian. “In the Nordics, CRP tests are used in daily practice alongside hematological analysis, making the HemoScreen, together with our QuikRead go C-reactive protein (CRP) point-of-care test, a very powerful combination for rapid diagnostic testing.”

PixCell Medical's HemoScreen™ is the first and only FDA-cleared and CE-marked 5-part differential complete blood count (CBC) analyzer that is intended for use at the point of care. The device provides rapid and highly accurate test results for the most frequently ordered blood test. The portable, compact hematology analyzer uses a disposable cartridge, which incorporates all necessary reagents, making it exceptionally simple to handle. With one drop of blood and within six minutes, the HemoScreen delivers CBC results with 20 standard CBC parameters as well as comprehensive abnormal cell flagging. The device's patented viscoelastic focusing (VEF) facilitates highly accurate measurements and sharp image-based analysis of cell characteristics, while requiring a much lower reagent volume than standard cell counters, making it cost effective and easy to use.

“The COVID-19 pandemic has demonstrated how important it is for healthcare facilities around the world to be prepared with high quality, accurate, and accessible diagnostic technology that can deliver rapid results when and where they are needed,” said Dr. Avishay Bransky, CEO of PixCell Medical. “By providing lab-accurate test results at the point of care, HemoScreen can help combat some of the world's biggest health threats. Partnering with Aidian is just another step we are taking to provide physicians around the world with the tools necessary to make fast and educated clinical decisions.”

Aidian is a leading IVD company offering high-quality diagnostic solutions and promoting efficient healthcare by developing and manufacturing and deploying reliable, fast and easy to use diagnostic tests for the point of care.

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About PixCell Medical

PixCell Medical provides the only simple-to-use and portable point-of-care blood diagnostic solution. PixCell's FDA-cleared and CE-marked HemoScreen™ platform shortens diagnostic results delivery from days to minutes. With just one drop of blood and within six minutes, PixCell delivers accurate readings of 20 standard blood count parameters, with the high clinical sensitivity of central lab results, saving patients, clinicians and health systems significant time and costs. PixCell leverages patented Viscoelastic Focusing technology, along with AI-powered machine vision, to deliver rapid point-of-care diagnostic results anywhere.

For more information: www.pixcell-medical.com. Please follow PixCell Medical on [LinkedIn](#).

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