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Korea's Soulbrain Holdings picks bio-healthcare industry as engine for growth

06 May 2021 | News

Soulbrain Holdings acquires Israel's PixCell Medical

PixCell Medical, an Israel based innovator of rapid diagnostic solutions at the point-of-care, has announced that Soulbrain Holdings, based in South Korea, has acquired all controlling PixCell shares, as well as investing in the company, making Soulbrain the majority shareholder of PixCell Medical.

The acquisition of PixCell aligns with Soulbrain's recent strategic transition into the healthcare and in-vitro diagnostics space.

Soulbrain, a leader in the semiconductor space, recently chose the bio-healthcare industry as an engine for growth and has already made several acquisitions and investments. The company identified PixCell as a good fit for its strategy of entering the diagnostics and point-of-care testing space, with a purpose of distributing specialised diagnostic reagents and miniaturised medical devices.

Dr Nam Huh, Head, Bio-Healthcare Division and Vice President, Soulbrain said, "Striving to acquire technologies that will serve as the foundation of future industry development is our focus, and we have diversified our business portfolio to include distribution of specialised diagnostic reagents and miniaturised medical devices focused on point-of-care. Providing higher added value and satisfaction to our customers is our top priority, and PixCell is a great addition to our growing family of competitive life science daughter companies."

PixCell Medical's flagship product, HemoScreen™, is a point-of-care blood testing platform that can conduct blood cell analysis within five minutes by applying AI-driven novel microfluidic and lab-on-a-cartridge technology. FDA-cleared, CE-marked and TGA-approved, the HemoScreen reliably conducts five-part differential complete blood count (CBC) tests, producing results equivalent to laboratory analysers in significantly less time. By applying a novel, patented microfluidics method called Viscoelastic Focusing to conduct the cell analysis, PixCell has miniaturised traditionally large and complex machinery.