

## Merck Millipore wins Red Dot 2012 award

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**Singapore:** Merck Millipore, the Life Science division of Merck KGaA of Darmstadt, Germany, won the Red Dot Product Design 2012 award for its product the Muse Cell Analyzer. Red Dot is one of the world's largest and most prestigious design competitions from Germany, and is one of the most sought-after quality marks for design recognition globally.

The Muse Cell Analyzer system, which was launched in 2011, expands researchers accessibility to real-time quantitative assessment of cell concentration, cell health, apoptosis, and cell cycle with comparable accuracy and precision to traditional

cytometry instruments. The Red Dot jury recognized the Muse Cell Analyzer for its high design quality within the life science and medicine category. The international jury judged the Muse Cell Analyzer on its level of innovation, functionality, ergonomics, longevity, appearance, ecological compatibility and manufacturing approach.

"We are extremely proud that the Muse Cell Analyzer received the prestigious Red Dot award," said Mr John Sweeney, head, life sciences business, Merck Millipore. "The Merck Millipore design team worked hard to deliver unique benefits with the Muse Cell Analyzer that incorporates key attributes such as novel, intuitive software, touch screen interaction, speed and a low cost platform that our research customers were seeking when analyzing cell lines within the laboratory. It is an honor to be recognized by Red Dot for offering a novel product design solution to our customers."

By providing real-time, multi-dimensional information on cell populations, the Muse Cell Analyzer enables faster, more accurate decision-making, more productive workflows, and greater insight into cell health.

The Muse system's key innovation relates to the optical engine, which delivers high-performance cell analysis using patent-pending, miniaturized fluorescent detection and microcapillary technology. This advancement means Muse occupies one-tenth the space of a typical cytometer. In addition, to increase usability Muse includes a touch-screen interface delivering results in about five clicks of the screen, and ease-of-use is further enhanced by all-in-one kits for cell count and viability, apoptosis and cell cycle. The Muse system is available with the optimized reagents necessary for proper sample preparation and analysis.

The annual Red Dot competition, which received over 4,000 design nominations from 1,700 companies worldwide, was evaluated by a 30-member expert jury. Other Red Dot 2012 product design winners in the life science and medicine category include: Venner A P video laryngoscope by Venner Medical; Babybloom incubator by Babybloom Healthcare and Soundlens hearing aid by Starkey Labs.

On July 2, 2012, winners of the competition will be recognized at the Red Dot gala. More than 1,000 international guests from the design world, industry, society and the media will gather at the Aalto-Theater, the opera house in Essen, to celebrate the Red Dot 2012 competition. Afterwards, the Merck Millipore Muse Cell Analyzer will be on display at a four-week special exhibition in the Red Dot design museum.