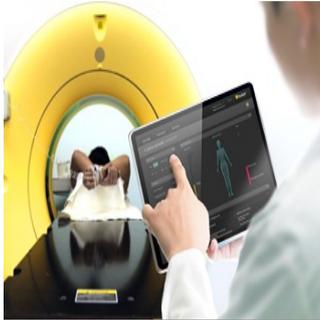


Unfors RaySafe S1 Dose Management Software Awarded



Unfors RaySafe has won “Red Dot Award: Communication Design 2013” for its RaySafe S1 dose management software.

Their success in the “Interface Design” category of the Red Dot Award: Communication Design 2013 was achieved against strong competition. The award judges noted “the high aesthetic appeal of the design, the compellingly simple operation and the high level of innovation of the RaySafe S1 software solution”.

The cloud-based software makes it easier for medical staff to ensure efficient radiation management for all patients. The solution is based on complex data processing, which helps manage radiation dose delivered for each individual patient. At the same time, it digitally documents the radiation to which a patient is exposed and records all X-ray-based examinations performed across all departments as part of the overall treatment of this patient. While dose tracking is facilitated, wasted radiation events are avoided, helping to cut costs in the long-term through improved process quality. Used successfully to justify, optimise and control patient doses since October 2012, RaySafe S1 leads to greater patient safety and efficiency in day-to-day hospital operation.

“RaySafe S1 has added the important aspect of patient safety to our product portfolio, making us the first supplier in the world to offer a complete concept for the X-ray room, enabling reduced dose and cost,” says Magnus Kristoferson, CEO of Unfors RaySafe. “We invest a lot of time in the design and usability of all our solutions as we are convinced that simple, attractive forms support both functionality and operation. We are very pleased that our work has now earned us a red dot design award.”

This year the panel of jurors reviewed 6,800 products entered for the red dot competition by companies and designers from 43 countries.

The RaySafe S1 Interface design was developed in close collaboration with the Swedish design and innovation agency Lots. “RaySafe S1 is a good example of user-driven innovation where deep user involvement during the development process resulted in unique solutions,” explains Hanna Ljungström, Design Manager at Lots. “Transferring the complex software into an attractive and easy-to-use interface for many different user groups has been an inspiring challenge. We are pleased that the Red Dot jury, as well as the users, thinks we have succeeded.”

The official award ceremony and Red Dot Gala take place on 18 October 2013 at the Umspannwerk Alexanderplatz in Berlin, Germany. Launched in 1955 to honour outstanding achievements in design, the red dot design award is today one of the largest and most renowned design competitions in the world.

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