

MEDISANA®

Press Release

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MEDISANA® wins over the jury at the Plus X Awards: numerous awards for the specialist in health care



Neuss, Germany. MEDISANA, the leading specialist in health care, is pleased to have received a large number of awards at this year's Plus X Awards.



Two of the coveted awards were presented to MEDISANA products in the category "Best Product of the Year 2013" ("Bestes Produkt des Jahres 2013"): the MIO® Alpha was able to win over the Plus X Awards panel of experts as "Best Heart Rate Monitor of the Year" ("Beste Pulsuhr des Jahres"). The MIO® Alpha is the world's first heart rate monitor without chest strap and finger sensor. It has already received a multitude of notable prizes and positive test results, such as in the Stiftung Warentest's quick test, amongst others. The MEDISANA product TargetScale® 2 was awarded the Plus X Seal in the division "Best App Body Analysis Scales of the Year" ("Beste App Körperanalysewaage des Jahres"). The Bluetooth body analysis scales have a goal function similar to that of a target. The scales have three illuminated rings for visual monitoring: the closer the illuminated ring is to the centre, the closer the user is to their goal weight.



The body analysis scales TargetScale® 2 and the heart rate monitor MIO® Alpha also won over the Plus X Awards jury in the category "Innovation, High Quality, Design, Ease-of-Use and Functionality" ("Innovation, High Quality, Design, Bedienkomfort und Funktionalität"). The Activity Tracker ViFit received an award in this category as well. ViFit is a highly sensitive movement sensor that detects the number of steps, calorie consumption, distance travelled, the total amount of time moved and the percentage of the day's target reached. ViFit is an activity and sleep tracker in one as the tracker also records important body data during the night.

The brand MEDISANA was also pleased to receive a particularly special form of acknowledgement: MEDISANA won the "Best Design Brand 2013/2014" ("Beste Designmarke 2013/2014") in the product group "Health and Personal Care". This award is an exclusive seal that is reserved for the brand that has received the most seals of approval for the category "Design" in their product group throughout the entire year.

Ralf Lindner, MEDISANA AG's CEO was thrilled about the distinctions from the world's largest innovation prize for technology, sport and lifestyle: "We are pleased that MEDISANA was able to win over the jury in several categories. This confirms our company philosophy of using innovation to become a pioneer in the segment health care again and again".

The Plus X Award exists since ten years. It is an innovation prize that honours the manufacturer for the quality advantage of their products. It deals with innovative products that are viable for the future and possess at least one of the so-called "Plus X" factors - the prize-worthy added value of a product.

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