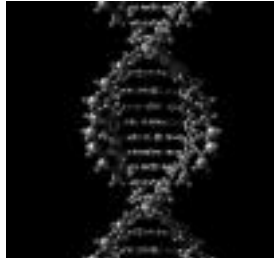




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New Directions in Histology and Cytology Markets

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ABOUT THIS REPORT

The report, "New Directions In Histology and Cytology Markets", was prepared by **VENTURE PLANNING GROUP** in order to assist the diagnostics industry executives in evaluating emerging opportunities and developing effective business, R&D and marketing strategies.

The study is based on telephone interviews with executives from leading companies in the U.S., Canada, major European countries and Japan, as well as experts from medical research centers.

In addition to primary sources of information, a comprehensive review of the most recent technical and business publications, manufacturer product and financial literature, industry analyst reports, as well as **VENTURE PLANNING GROUP's** proprietary data files was conducted.

This two-volume, over 600-page report contains 250 tables and presents the following information:

Worldwide Market Overview

- Estimated universe of laboratories performing histology and cytology testing, by country.
- Ten-year sales volume projections for histology and cytology instruments and consumables, by country.

Market Segmentation Analysis

- Sales and market shares of leading suppliers of histology and cytology instruments and consumables, by country.
- Annual placements and total installed base of major histology and cytology instruments, by supplier and model, including:
 - Tissue Processors
 - Immunostainers
 - Cryostats
 - Histology and Cytology Stainers
 - Coverslippers
 - Cytocentrifuges
 - Microtomes
 - Embedding Centers
 - Cassette Printers
- Major suppliers sales/market shares for the following consumables:
 - Immunostains
 - Traditional Stains
 - Cassettes
 - Blades
 - Xylene/Alcohol
- Ten-year instrument and consumable sales forecasts, by country and market segment.

- Comprehensive market segmentation analysis, including review of the market dynamics, trends, structure, size, growth and leading suppliers, by country.

Current and Emerging Products

- Analysis of current and emerging histology and cytology procedures and applications.
- Comparison of nearly 100 major instruments, including their features and operating characteristics.

Technology Review

- Assessment of eight current and emerging technologies, and their potential applications for histology and cytology markets during the next ten years.

Competitive Assessments

- Extensive (up to 4 pages each) strategic assessments of 16 major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, collaborative arrangements and new products in R&D.

Strategic Recommendations

- Twenty specific new product development opportunities with potentially significant market appeal during the next ten years.
- Alternative market penetration strategies.
- Potential market entry barriers and risks.



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TABLE OF CONTENTS

I. INTRODUCTION

II. WORLDWIDE MARKET AND TECHNOLOGY OVERVIEW

- A. INTRODUCTION
- B. GENERAL METHODS
- C. IMMUNOHISTOCHEMISTRY
- D. ISH VS. IN SITU HYBRIDIZATION
- E. CERVICAL CYTOLOGY/PAP SMEAR
- F. ANTIGEN RETRIEVAL
- G. QUALITY ASSURANCE
- H. INSTRUMENTATION REVIEW
 - 1. Tissue Processors
 - Hacker MicroMed U.R.M
 - Hacker LX120
 - Hacker H/I-Flex 3000
 - Leica ASP 300
 - Leica TP 1050
 - Leica TP 1020
 - Microm STP 120
 - Microm HMP300
 - Sakura Tissue-Tek
 - Sakura Tissue-Tek VIP
 - Thermo Shandon Citadel
 - Thermo Shandon Hypercenter XP
 - 2. Histology/Cytology Stainers
 - Leica Autostainer XL
 - Leica ST 4040
 - Microm HMS Series
 - Sakura Tissue-Tek DRS 2000
 - Thermo Shandon Varistain Gemini
 - Thermo Shandon Varistain 24-4
 - Thermo Shandon Vasistain XY
 - Thermo Shandon Linistain SLS
 - Thermo Shandon GLX
 - 3. Embedding Centers
 - Leica EG 1140
 - Leica Histoembedder
 - Microm AP 280
 - Sakura Tissue-Tek TEC
 - Surgipath Embedding Station
 - Thermo Shandon Embedding Center
 - 4. Immunostainers
 - BioGenex OptiMax/Plus
 - BioGenex i6000
 - Cytologix Artisan
 - Dako Autostainer
 - Fisher Protocol MicroProbe
 - Thermo Shandon Cadenza
 - Ventana NexES
 - Ventana TechMate/250/500
 - Zymed/Leica ST 5050
 - 5. Cytocentrifuges
 - International Equipment Centra-GP8
 - International Equipment Centra-MP4/MP4R
 - Sakura Cyto-Tek
 - Thermo Shandon Cytospin 3
 - Wescor Cytopro
 - 6. Microtomes
 - Erma Microtome Series
 - Hacker-Bright 5040
 - Hacker H/I RV-240
 - Hacker H/I
 - Leica DSC 1
 - Leica RM Series
 - Leica VT 1000
 - Microm HM Series
 - Olympus CUT Series
 - Thermo Shandon AS200
 - Thermo Shandon AS325
 - 7. Cryostats
 - Leica CM Series
 - Microm HM Series
 - Sakura Tissue-Tek CRYO 2000
 - TBS Minotome/Plus
 - Thermo Shandon Cryotome
 - Thermo Shandon AS620
 - 8. Coverslippers
 - Leica CV 5000
 - Microm Cover Tech CTM 6
 - Microm Coverslipper
 - Sakura Tissue-Tek SCA
 - Thermo Shandon Consul
 - 9. Pap Smear Analyzers
 - CompuCyte Pathfinder
 - Cytec ThinPrep
 - Neopath Autopap
 - Neuromedical Systems Papnet
 - Roche Cyto-Rich

I. FIXATIVES/FORMALIN SUBSTITUTES

J. XYLENE/ALCOHOL RECOVERY/SUBSTITUTES

K. CURRENT AND EMERGING TECHNOLOGIES

- 1. In Situ Hybridization/DNA Probes
 - a. Probe Preparation
 - b. DNA Probe Test
 - Sample Preparation
 - Hybridization
 - Separation

Detection/Measurement

- c. Test Formats
 - Filter Hybridization
 - Southern Blot
 - Northern Blot
 - In Situ Hybridization
 - Others
- d. Labeling Techniques
 - Radioactive Methods
 - Overview
 - Major Isotopes
 - Non-Isotopic Methods
 - Enzymatic Labeling
 - Chemical Labeling
 - Indirect Chemical Labeling
 - Direct Chemical Labeling
 - Fluorescence
 - Chemiluminescence
 - Electrical Conductivity
 - e. Amplification Methods
 - Polymerase Chain Reaction
 - Robotics
 - Temperature Cyclers
 - PCR Variations
 - Immuno-PCR
 - QC-PCR
 - DAP-PCR
 - Ligase Chain Reaction
 - Branched DNA
 - Q-Beta Replicase
 - Nucleic-Acid Sequence-Base Amplification
 - Strand Displacement Activation
 - Self-Sustained Sequence Replicase
 - Others
 - AmpliProbe
 - CAR
 - CAS
 - APT
 - Dendritic Polymer Technology
 - DNA and RNA Analysis System
 - Hybridization Protection Assay
 - ISO-CR
 - LAT
 - Probe Networks
 - RAMP
 - Repair Chain Reaction
 - Rolling Circles
 - Sequence Initiation Reaction
 - SISPA
 - Solid Phase amplification
 - Syntax Gene Amplification
- 2. Monoclonal Antibodies
- 3. Microcomputers and Automation
- 4. Microwaves
- 5. Artificial Intelligence
- 6. Flow Cytometry
- 7. Image Analysis
- 8. Silicon Chips

III. CANADA

- A. BUSINESS ENVIRONMENT
- B. MARKET STRUCTURE
- C. MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' INSTRUMENT PLACEMENTS, INSTALLED BASE, CONSUMABLE SALES AND MARKET SHARES

IV. FRANCE

- A. BUSINESS ENVIRONMENT
- B. MARKET STRUCTURE
- C. MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' INSTRUMENT PLACEMENTS, INSTALLED BASE, CONSUMABLE SALES AND MARKET SHARES

V. GERMANY

- A. BUSINESS ENVIRONMENT
- B. MARKET STRUCTURE
- C. MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' INSTRUMENT PLACEMENTS, INSTALLED BASE, CONSUMABLE SALES AND MARKET SHARES

VI. ITALY

- A. BUSINESS ENVIRONMENT
- B. MARKET STRUCTURE
- C. MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' INSTRUMENT PLACEMENTS, INSTALLED BASE, CONSUMABLE SALES AND MARKET SHARES

VII. JAPAN

- A. BUSINESS ENVIRONMENT
- B. MARKET STRUCTURE
- C. MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' INSTRUMENT PLACEMENTS, INSTALLED BASE, CONSUMABLE SALES

AND MARKET SHARES

VIII. SPAIN

- A. BUSINESS ENVIRONMENT
- B. MARKET STRUCTURE
- C. MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' INSTRUMENT PLACEMENTS, INSTALLED BASE, CONSUMABLE SALES AND MARKET SHARES

IX. SWEDEN

- A. BUSINESS ENVIRONMENT
- B. MARKET STRUCTURE
- C. MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' INSTRUMENT PLACEMENTS, INSTALLED BASE, CONSUMABLE SALES AND MARKET SHARES

X. U.K.

- A. BUSINESS ENVIRONMENT
- B. MARKET STRUCTURE
- C. MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' INSTRUMENT PLACEMENTS, INSTALLED BASE, CONSUMABLE SALES AND MARKET SHARES

XI. U.S.

- A. BUSINESS ENVIRONMENT
 - 1. Health Care Expenditures
 - 2. Cost Consciousness
 - 3. Reimbursement
 - 4. Industry Consolidation
 - 5. Managed Care
 - a. HMO
 - b. PPO
 - 6. Hospitals
 - 7. Admissions
 - 8. Length of Stay
 - 9. Industry Diversification
 - 10. Physician Demographics
 - 11. Population Aging
 - a. Chronic Illness
 - b. Disease Incidence
 - c. Susceptibility to Iatrogenesis
 - d. Multiple Illness Cases
 - 12. Laboratory Regulations
- B. MARKET STRUCTURE
- C. MARKET SIZE, GROWTH AND MAJOR SUPPLIERS' INSTRUMENT PLACEMENTS, INSTALLED BASE, CONSUMABLE SALES AND MARKET SHARES

XII. MAJOR PRODUCT DEVELOPMENT OPPORTUNITIES

- A. GENERAL BUSINESS
- B. INSTRUMENTATION
- C. CONSUMABLES AND TEST SYSTEMS
- D. COMPUTERS, SOFTWARE AND AUTOMATION

XIII. ALTERNATIVE MARKET EXPANSION STRATEGIES

- A. INTERNAL DEVELOPMENT
- B. COLLABORATIVE ARRANGEMENTS
- C. UNIVERSITY CONTRACTS
- D. DISTRIBUTION STRATEGIES
 - 1. Marketing Approaches
 - 2. Product Complexity
 - 3. Customer Preference
 - 4. Established Suppliers
 - 5. Emerging Suppliers
 - 6. Market Segmentation

XIV. POTENTIAL MARKET ENTRY BARRIERS AND RISKS

- A. MARKET MATURITY
- B. COST CONTAINMENT
- C. COMPETITION
- D. TECHNOLOGICAL EDGE AND LIMITATIONS
- E. PATENT PROTECTION
- F. REGULATORY CONSTRAINTS
- G. DECENTRALIZED TESTING MARKET CHALLENGES

XV. COMPETITIVE PROFILES

- Biogenex
- Cytologix
- Dako
- Diagnostic Products
- Feather Safety Razor
- Hacker Instruments
- Leica Microsystems
- Microm
- Sakura
- Sigma Diagnostics
- Surgipath Medical Industries
- Thermo Shandon
- Triangle Biomedical Sciences
- Ventana Medical Systems
- Wescor
- Yamato

XVI. APPENDIX: ASSUMED CURRENCY EXCHANGE RATES

LIST OF TABLES

- TABLE II-1: WORLDWIDE, ALL MARKET SEGMENTS, LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTING BY COUNTRY
- TABLE II-2: WORLDWIDE, ALL MARKET SEGMENTS, TOTAL HISTOLOGY/CYTOLOGY MARKET BY COUNTRY
- TABLE II-3: WORLDWIDE, ALL MARKET SEGMENTS, HISTOLOGY/CYTOLOGY CONSUMABLES MARKET BY COUNTRY
- TABLE II-4: WORLDWIDE, ALL MARKET SEGMENTS, HISTOLOGY/CYTOLOGY INSTRUMENT MARKET BY COUNTRY
- TABLE III-1: CANADA, LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY MARKET SEGMENT
- TABLE III-2: CANADA, ENCLOSED TISSUE PROCESSORS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE III-3: CANADA, ENCLOSED TISSUE PROCESSORS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE III-4: CANADA, HISTOLOGY/CYTOLOGY STAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE III-5: CANADA, HISTOLOGY/CYTOLOGY STAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE III-6: CANADA, EMBEDDING CENTERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE III-7: CANADA, EMBEDDING CENTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE III-8: CANADA, IMMUNOSTAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE III-9: CANADA, IMMUNOSTAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE III-10: CANADA, MICROTOMES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE III-11: CANADA, MICROTOMES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE III-12: CANADA, CRYOSTATS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE III-13: CANADA, CRYOSTATS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE III-14: CANADA, COVERSLIPPERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE III-15: CANADA, COVERSLIPPERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE III-16: CANADA, CASSETTES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE III-17: CANADA, BLADES, MAJOR SUPPLIERS SALES AND MARKET SHARES

LIST OF TABLES (continued)

- TABLE III-18: CANADA, TRADITIONAL STAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE III-19: CANADA, IMMUNOSTAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE III-20: CANADA, XYLENE/ALCOHOL, MAJOR SUPPLIERS MARKET SHARES
- TABLE III-21: CANADA, TOTAL HISTOLOGY/CYTOLOGY MARKET BY MAJOR SUPPLIER
- TABLE III-22: CANADA, TOTAL HISTOLOGY/CTYOLOGY MARKET GROWTH BY MARKET SEGMENT
- TABLE IV-1: FRANCE, LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY MARKET SEGMENT
- TABLE IV-2: FRANCE, HOSPITAL LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY BED SIZE
- TABLE IV-3: FRANCE, COMMERCIAL/PRIVATE LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY ANNUAL TEST VOLUME
- TABLE IV-4: FRANCE, ENCLOSED TISSUE PROCESSORS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IV-5: FRANCE, ENCLOSED TISSUE PROCESSORS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IV-6: FRANCE, IMMUNOSTAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IV-7: FRANCE, IMMUNOSTAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IV-8: FRANCE, CRYOSTATS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IV-9: FRANCE, CRYOSTATS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IV-10: FRANCE, COVERSLEIPPERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IV-11: FRANCE, COVERSLEIPPERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IV-12: FRANCE, HISTOLOGY/CYTOLOGY STAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IV-13: FRANCE, HISTOLOGY/CYTOLOGY STAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IV-14: FRANCE, MICROTOMES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IV-15: FRANCE, MICROTOMES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IV-16: FRANCE, EMBEDDING, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IV-17: FRANCE, EMBEDDING CENTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES

LIST OF TABLES (continued)

- TABLE IV-18: FRANCE, CYTOCENTRIFUGES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IV-19: FRANCE, CYTOCENTRIFUGES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IV-20: FRANCE, CASSETTE PRINTERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IV-21: FRANCE, CASSETTE PRINTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IV-22: FRANCE, IMMUNOSTAINS, MAJOR SUPPLIERS SALES AND MARKET SHARE
- TABLE IV-23: FRANCE, TRADITIONAL STAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IV-24: FRANCE, BLADES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IV-25: FRANCE, CASSETTES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IV-26: FRANCE, XYLENE/ALCOHOL, MAJOR SUPPLIERS MARKET SHARES
- TABLE IV-27: FRANCE, TOTAL HISTOLOGY/CYTOLOGY MARKET BY MAJOR SUPPLIER
- TABLE IV-28: FRANCE, TOTAL HISTOLOGY/CYTOLOGY MARKET GROWTH BY MARKET SEGMENT
- TABLE V-1: GERMANY, LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY MARKET SEGMENT
- TABLE V-2: GERMANY, HOSPITAL LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY BED SIZE
- TABLE V-3: GERMANY, COMMERCIAL/PRIVATE LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY ANNUAL TEST VOLUME
- TABLE V-4: GERMANY, IMMUNOSTAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE V-5: GERMANY, IMMUNOSTAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE V-6: GERMANY, ENCLOSED TISSUE PROCESSORS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE V-7: GERMANY, ENCLOSED TISSUE PROCESSORS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE V-8: GERMANY, COVERSLIPPERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE V-9: GERMANY, COVERSLIPERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE V-10: GERMANY, CRYOSTATS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE V-11: GERMANY, CRYOSTATS, MAJOR SUPPLIERS SALES AND MARKET SHARES

LIST OF TABLES (continued)

- TABLE V-12: GERMANY, HISTOLOGY/CYTOLOGY STAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE V-13: GERMANY, HISTOLOGY/CYTOLOGY STAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARE
- TABLE V-14: GERMANY, MICROTOMES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE V-15: GERMANY, MICROTOMES, MAJOR SUPPLIERS SALES AND MARKET SHARE
- TABLE V-16: GERMANY, EMBEDDING CENTERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE V-17: GERMANY, EMBEDDING CENTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE V-18: GERMANY, CYTOCENTRIFUGES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE V-19: GERMANY, CYTOCENTRIFUGES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE V-20: GERMANY, CASSETTE PRINTERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE V-21: GERMANY, CASSETTE PRINTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE V-22: GERMANY, IMMUNOSTAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE V-23: GERMANY, TRADITIONAL STAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE V-24: GERMANY, BLADES, MAJOR SUPPLIERS MARKET SHARES
- TABLE V-25: GERMANY, CASSETTES, MAJOR SUPPLIERS SALES AND MARKET SHARE
- TABLE V-26: GERMANY, XYLENE/ALCOHOL, MAJOR SUPPLIERS AND MARKET SHARE
- TABLE V-27: GERMANY, TOTAL HISTOLOGY/CYTOLOGY, MARKET BY MAJOR SUPPLIER
- TABLE V-28: GERMANY, TOTAL HISTOLOGY/CYTOLOGY, MARKET GROWTH BY MARKET SEGMENT
- TABLE VI-1: ITALY, LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY MARKET SEGMENT
- TABLE VI-2: ITALY, HOSPITAL LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY BED SIZE
- TABLE VI-3: ITALY, COMMERCIAL/PRIVATE LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY ANNUAL TEST VOLUME
- TABLE VI-4: ITALY, ENCLOSED TISSUE PROCESSORS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VI-5: ITALY, ENCLOSED TISSUE PROCESSORS, MAJOR SUPPLIERS SALES AND MARKET SHARES

LIST OF TABLES (continued)

- TABLE VI-6: ITALY, HISTOLOGY/CYTOLOGY STAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VI-7: ITALY, IMMUNOSTAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VI-8: ITALY, CRYOSTATS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VI-9: ITALY, CRYOSTATS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VI-10: ITALY, COVERSLIPPERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VI-11: ITALY, COVERSLIPPERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VI-12: ITALY, HISTOLOGY/CYTOLOGY STAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VI-13: ITALY, HISTOLOGY/CYTOLOGY STAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VI-14: ITALY, CYTOCENTRIFUGES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VI-15: ITALY, CYTOCENTRIFUGES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VI-16: ITALY, MICROTOMES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VI-17: ITALY, MICROTOMES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VI-18: ITALY, EMBEDDING CENTERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VI-19: ITALY, EMBEDDING CENTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VI-20: ITALY, CASSETTE PRINTERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VI-21: ITALY, CASSETTE PRINTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VI-22: ITALY, IMMUNOSTAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VI-23: ITALY, TRADITIONAL STAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VI-24: ITALY, BLADES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VI-25: ITALY, CASSETTES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VI-26: ITALY, XYLENE/ALCOHOL, MAJOR SUPPLIERS AND MARKET SHARES
- TABLE VI-27: ITALY, TOTAL HISTOLOGY/CYTOLOGY MARKET BY MAJOR SUPPLIER
- TABLE VI-28: ITALY, TOTAL HISTOLOGY/CYTOLOGY MARKET GROWTH BY MARKET SEGMENT
- TABLE VII-1: JAPAN, LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY MARKET SEGMENT
- TABLE VII-2: JAPAN, HOSPITAL LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY BED SIZE

LIST OF TABLES (continued)

- TABLE VII-3: JAPAN, COMMERCIAL/PRIVATE LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY ANNUAL TEST VOLUME
- TABLE VII-4: JAPAN, ENCLOSED TISSUE PROCESSORS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VII-5: JAPAN, ENCLOSED TISSUE PROCESSORS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VII-6: JAPAN, CRYOSTATS ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VII-7: JAPAN, CRYOSTATS MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VII-8: JAPAN, HISTOLOGY/CYTOLOGY STAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VII-9: JAPAN, HISTOLOGY/CYTOLOGY STAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VII-10: JAPAN, COVERSLIPPERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VII-11: JAPAN, COVERSLIPPERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VII-12: JAPAN, MICROTOMES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VII-13: JAPAN, MICROTOMES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VII-14: JAPAN, IMMUNOSTAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VII-15: JAPAN, IMMUNOSTAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VII-16: JAPAN, CYTOCENTRIFUGES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VII-17: JAPAN, CYTOCENTRIFUGES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VII-18: JAPAN, CASSETTE PRINTERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VII-19: JAPAN, CASSETTE PRINTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VII-20: JAPAN, MICROWAVE OVENS, MAJOR SUPPLIERS MARKET SHARES
- TABLE VII-21: JAPAN, TRADITIONAL STAINS/FIXATIVES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VII-22: JAPAN, IMMUNOSTAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VII-23: JAPAN, CASSETTES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VII-24: JAPAN, BLADES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VII-25: JAPAN, TOTAL HISTOLOGY/CYTOLOGY MARKET BY MAJOR SUPPLIER
- TABLE VII-26: JAPAN, TOTAL HISTOLOGY/CYTOLOGY MARKET GROWTH BY MARKET SEGMENT

LIST OF TABLES (continued)

- TABLE VIII-1: SPAIN, LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY MARKET SEGMENT
- TABLE VIII-2: SPAIN, HOSPITAL LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY BED SIZE
- TABLE VIII-3: SPAIN, COMMERCIAL/PRIVATE LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY ANNUAL TEST VOLUME
- TABLE VIII-4: SPAIN, IMMUNOSTAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VIII-5: SPAIN, IMMUNOSTAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-6: SPAIN, ENCLOSED TISSUE PROCESSORS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VIII-7: SPAIN, ENCLOSED TISSUE PROCESSORS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-8: SPAIN, COVERSLEIPPERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VIII-9: SPAIN, COVERSLEIPPERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-10: SPAIN, CRYOSTATS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VIII-11: SPAIN, CRYOSTATS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-12: SPAIN, HISTOLOGY/CYTOLOGY STAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VIII-13: SPAIN, HISTOLOGY/CYTOLOGY STAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-14: SPAIN, MICROTOMES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VIII-15: SPAIN, MICROTOMES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-16: SPAIN, EMBEDDING CENTERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VIII-17: SPAIN, EMBEDDING CENTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-18: SPAIN, CYTOCENTRIFUGES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE VIII-19: SPAIN, CYTOCENTRIFUGES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-20: SPAIN, CASSETTE PRINTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-21: SPAIN, CASSETTE PRINTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-22: SPAIN, IMMUNOSTAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES

LIST OF TABLES (continued)

- TABLE VIII-23: SPAIN, TRADITIONAL STAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-24: SPAIN, BLADES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-25: SPAIN, CASSETTES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE VIII-26: SPAIN, XYLENE/ALCOHOL MAJOR SUPPLIERS MARKET SHARES
- TABLE VIII-27: SPAIN, TOTAL HISTOLOGY/CYTOLOGY MARKET BY MAJOR SUPPLIER
- TABLE VIII-28: SPAIN, TOTAL HISTOLOGY/CYTOLOGY MARKET GROWTH BY MARKET SEGMENT
- TABLE IX-1: SWEDEN, LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY MARKET SEGMENT
- TABLE IX-2: SWEDEN, ENCLOSED TISSUE PROCESSORS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IX-3: SWEDEN, ENCLOSED TISSUE PROCESSORS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IX-4: SWEDEN, MICROTOMES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IX-5: SWEDEN, MICROTOMES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IX-6: SWEDEN, COVERSLIPPERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IX-7: SWEDEN, COVERSLIPPERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IX-8: SWEDEN, IMMUNOSTAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IX-9: SWEDEN, IMMUNOSTAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IX-10: SWEDEN, CRYOSTATS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IX-11: SWEDEN, CRYOSTATS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IX-12: SWEDEN, HISTOLOGY/CYTOLOGY STAINERS, ESTIMATED PLACEMENTS AND SALES AND TOTAL INSTALLED BASE
- TABLE IX-13: SWEDEN, HISTOLOGY/CYTOLOGY STAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IX-14: SWEDEN, EMBEDDING CENTERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IX-15: SWEDEN, CASSETTE PRINTERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE IX-16: SWEDEN, STAINS/FIXATIVES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE IX-17: SWEDEN, IMMUNOSTAINS, MAJOR SUPPLIER SALES AND MARKET SHARES

LIST OF TABLES (continued)

- TABLE IX-18: SWEDEN, TOTAL HISTOLOGY/CYTOLOGY MARKET BY MAJOR SUPPLIER
- TABLE IX-19: SWEDEN, TOTAL HISTOLOGY/CYTOLOGY MARKET GROWTH BY MARKET SEGMENT
- TABLE X-1: UK, LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY MARKET SEGMENT
- TABLE X-2: UK, HOSPITAL LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY BED SIZE
- TABLE X-3: UK, COMMERCIAL/PRIVATE LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY TESTS BY ANNUAL TEST VOLUME
- TABLE X-4: UK, ENCLOSED TISSUE PROCESSORS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE X-5: UK, ENCLOSED TISSUE PROCESSORS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE X-6: UK, IMMUNOSTAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE X-7: UK, IMMUNOSTAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE X-8: UK, COVERSLIPPERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE X-9: UK, COVERSLIPPERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE X-10: UK, CRYOSTATS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE X-11: UK, CRYOSTATS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE X-12: UK, HISTOLOGY/CYTOLOGY STAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE X-13: UK, HISTOLOGY/CYTOLOGY STAINERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE X-14: UK, MICROTOMES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE X-15: UK, MICROTOMES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE X-16: UK, EMBEDDING CENTERS, MAJOR ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE X-17: UK, EMBEDDING CENTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE X-18: UK, CYTOCENTRIFUGES, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE X-19: UK, CASSETTE PRINTERS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE X-20: UK, CASSETTE PRINTERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE X-21: UK, IMMUNOSTAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE X-22: UK, TRADITIONAL STAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE X-23: UK, BLADES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE X-24: UK, CASSETTES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE X-25: UK, XYLENE/ALCOHOL, MAJOR SUPPLIERS MARKET SHARES

LIST OF TABLES (continued)

- TABLE X-26: UK, HISTOLOGY/CYTOLOGY, MARKET BY MAJOR SUPPLIER
- TABLE X-27: UK, TOTAL HISTOLOGY/CYTOLOGY MARKET
GROWTH BY MARKET SEGMENT
- TABLE XI-1: USA, LABORATORIES PERFORMING HISTOLOGY/CYTOLOGY
TESTS BY MARKET SEGMENT
- TABLE XI-2: USA, HOSPITAL LABORATORIES PERFORMING
HISTOLOGY/CYTOLOGY TESTS BY BED SIZE
- TABLE XI-3: USA, COMMERCIAL/PRIVATE LABORATORIES PERFORMING
HISTOLOGY/CYTOLOGY TESTS BY ANNUAL TEST VOLUME
- TABLE XI-4: USA, ENCLOSED TISSUE PROCESSORS, ESTIMATED
PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE XI-5: USA, ENCLOSED TISSUE PROCESSORS, MAJOR
SUPPLIERS SALES AND MARKET SHARES
- TABLE XI-6: USA, IMMUNOSTAINERS, ESTIMATED PLACEMENTS
AND TOTAL INSTALLED BASE
- TABLE XI-7: USA, IMMUNOSTAINERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE XI-8: USA, CRYOSTATS, ESTIMATED PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE XI-9: USA, CRYOSTATS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE XI-10: USA, HISTOLOGY/CYTOLOGY STAINERS, ESTIMATED
PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE XI-11: USA, HISTOLOGY/CYTOLOGY STAINERS, MAJOR
SUPPLIERS SALES AND MARKET SHARES
- TABLE XI-12: USA, COVERSLIPPERS, ESTIMATED PLACEMENTS
AND TOTAL INSTALLED BASE
- TABLE XI-13: USA, COVERSLIPPERS, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE XI-14: USA, CYTOCENTRIFUGES, ESTIMATED
PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE XI-15: USA, CYTOCENTRIFUGES, MAJOR SUPPLIERS
SALES AND MARKET SHARES
- TABLE XI-16: USA, MICROTOMES, ESTIMATED PLACEMENTS
AND TOTAL INSTALLED BASE
- TABLE XI-17: USA, MICROTOMES, MAJOR SUPPLIERS SALES AND MARKET SHARES
- TABLE XI-18: USA, EMBEDDING CENTERS, ESTIMATED PLACEMENTS
AND TOTAL INSTALLED BASE
- TABLE XI-19: USA, EMBEDDING CENTERS, MAJOR SUPPLIERS
SALES AND MARKET MARKET SHARE
- TABLE XI-20: USA, CASSETTES PRINTERS, ESTIMATED
PLACEMENTS AND TOTAL INSTALLED BASE
- TABLE XI-21: USA, CASSETTES PRINTERS, MAJOR SUPPLIERS
SALES AND MARKET SHARES

LIST OF TABLES (continued)

TABLE XI-22: USA, IMMUNOSTAINS, MAJOR SUPPLIERS SALES AND MARKET SHARES

TABLE XI-23: USA, TRADITIONAL STAINS, MAJOR SUPPLIERS
SALES AND MARKET SHARES

TABLE XI-24: USA, CASSETTES, MAJOR SUPPLIERS SALES AND MARKET SHARES

TABLE XI-25: USA, BLADES, MAJOR SUPPLIERS SALES AND MARKET SHARES

TABLE XI-26: USA, XYLENE/ALCOHOL, MAJOR SUPPLIERS MARKET SHARES

TABLE XI-27: USA, TOTAL HISTOLOGY/CYTOLOGY MARKET BY MAJOR SUPPLIER

TABLE XI-28: USA, TOTAL HISTOLOGY/CTYOLOGY MARKET
GROWTH BY MARKET SEGMENT