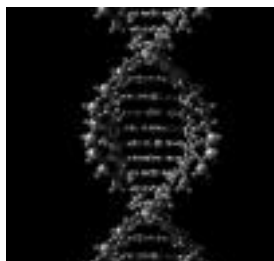




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New Directions in Histology and Cytology Markets

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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.



VENTURE PLANNING GROUP

545 Eighth Avenue
Suite 401
New York, NY 10018
212. 564. 2838
212. 564. 8133 Fax

Sofia House, 1st Floor
48 Church Street
Hamilton HM 12, Bermuda
441. 298.1217
441. 292. 6814 Fax

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