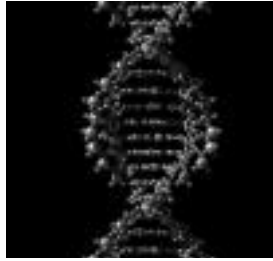




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The Cancer Diagnostics Market

NEW PRODUCT DEVELOPMENT OPPORTUNITES
AND BUSINESS EXPANSION STRATEGIES
FOR INSTRUMENT AND REAGENT SUPPLIERS

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ABOUT THIS REPORT

The 2009 edition of the report, "**The Cancer Diagnostics Market: New Product Development and Business Strategies**," is being updated by VENTURE PLANNING GROUP in order to assist current suppliers and companies planning to diversify into the diagnostics market in evaluating emerging opportunities in the dynamic and rapidly evolving cancer diagnostics field, and to help executives develop effective business, R&D and marketing strategies.

VPG's market intelligence and technology assessment studies are based on interviews with clinical pathologists, laboratory directors, executives from leading diagnostic companies and start-up firms developing innovative products, university scientists, as well as experts from industry associations, venture capital firms and the

investment banking community in the U.S., five major European countries and Japan. The market projections are also based on questionnaire responses received from hospitals, commercial/private laboratories, physician offices/group practices, cancer clinics and ambulatory care centers in seven countries.

In addition to primary sources of information, a comprehensive review of the most recent technical and business publications, manufacturer product literature, patents, trade association surveys, government studies, marketing and technical meeting presentations, industry analyst reports, as well as VPG's proprietary data files was conducted.

This two-volume report contains over 1,200 pages, 450 tables and presents the following information:

MARKET SEGMENTATION ANALYSIS

- Sales and market shares of major suppliers, by individual test and country.
- Placements and total installed base of major analyzers used for cancer diagnostic testing by supplier and model.
- Ten-year test volume and sales forecasts for over 40 major cancer diagnostic tests by country and market segment, including:
 - Hospitals
 - Commercial/Private Laboratories
 - Physician Offices/Group Practices
 - Cancer Clinics
 - Ambulatory Care Centers
- Comprehensive market segmentation analysis, including review of the market dynamics, structure, size, growth and major suppliers by country.
- Cancer statistics, etiology and recent developments in the U.S., Japan and five major European countries.

CURRENT AND EMERGING PRODUCTS

- Review of over 200 current and emerging cancer diagnostic tests, including:
 - Biochemical Markers
 - Oncogenes
 - Growth Factors
 - Hormones
 - Colony Stimulating Factors
 - Lymphokines
 - Immunohistochemical Stains, and others.
- Analysis of nearly 30 major immunoassay analyzers used for cancer diagnostic testing, including their operating characteristics, features and selling prices.

TECHNOLOGY REVIEW

- Assessment of monoclonal antibodies, immunoassays, DNA probes, biochips/microarrays, chromosome analysis, computers, artificial intelligence, flow cytometry, biosensors, and their potential applications for cancer diagnostic testing.
- Review of competing/complementing technologies, including CT, MRI, NMR, PET and photonics spectroscopy.
- Extensive listings of over 500 companies, universities and research centers developing new cancer diagnostic technologies, products and applications.

COMPETITIVE ASSESSMENTS

- Extensive (up to 6 pages each) strategic assessments of over 70 major suppliers and emerging market entrants, including their sales, product portfolios, marketing tactics, collaborative arrangements and new products in R&D.

WORLDWIDE MARKET OVERVIEW

- Estimated universe of laboratories performing cancer testing by country.
- Ten-year test volume and sales projections by country.

BUSINESS OPPORTUNITIES AND STRATEGIC RECOMMENDATIONS

- Specific new product development opportunities with potentially significant market appeal during the next ten years.
- Design criteria for new products.
- Alternative market penetration strategies.
- Potential market entry barriers and risks.

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