



**2008 Global 2D Gel Electrophoresis Emerging Technology of the Year Award  
Award Recipient – Ludesi Corporation**



*“Partnering with clients to create innovative growth strategies”*

## **2008 Global 2D Gel Electrophoresis Emerging Technology of the Year Award Award Recipient – Ludesi Corporation**

### **Award Description**

The Frost & Sullivan Emerging Technology of the Year Award is given to the company that has demonstrated technological superiority within its industry. This award recognizes the ability of the company to successfully develop or introduce a new technology, formulate a well-designed product family, and make significant product performance contributions to the industry.

### **Research Methodology**

To choose the recipient of this award, the analyst team tracks emerging and existing technologies as well as research and development (R&D) projects. This is accomplished through interviews with major market participants and extensive secondary research. Also considered are elements such as product launches, customer acceptance, penetration rates, and time to market. Finally, competitors are compared and ranked for relative position. Frost & Sullivan then presents the award to the company that received the number one industry rank.

### **Measurement Criteria**

In addition to the methodology described below, specific criteria are used to determine the final competitor ranking in the industry. The award recipient has excelled based on one or more of the following criteria:

- Technology innovation
- Number of competitors having similar industry technology (competitive factor)
- Value-added technology and services to the customers
- Time to market
- R&D expenditures
- Price premium
- First to market
- Adoption rate



Frost & Sullivan is proud to bestow upon Ludesi Corporation the 2008 Global 2D Gel Electrophoresis Emerging Technology of the Year Award. Ludesi, headquartered in Sweden, is one of the fastest growing bioinformatics companies. It offers a unique, powerful 2D gel image analysis software and service in the proteomics market, aimed at improving the discovery potential in one of the industry's key technologies. Ludesi's commanding software service tool and pay-per-image service model makes it worthy of this award.

### **Outstanding Technology**

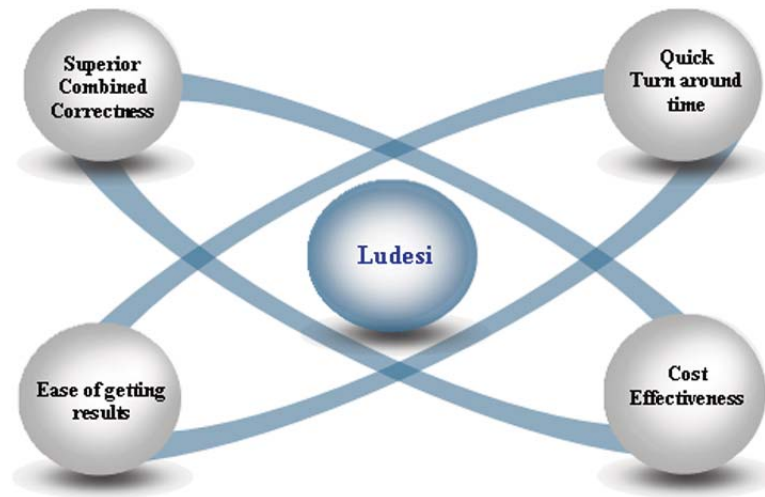
2D gel electrophoresis is the backbone for proteomics research and 2D gel image analysis is a critical step in protein analysis and research. Commercially, there are plenty of software providers who offer software package and upgrades to support the analysis. These packages on an average have around 50 per cent Combined Correctness in contrast to Ludesi's 90 per cent, which essentially means high discovery potential in contrast to its competitors. This fact is well supported by the John Hopkins Proteomics Center, wherein the study carried out by the bioinformatics scientists proved Ludesi's software to have the highest overall correctness based on spot detection and spot matching compared to famous brands in the market.

### **Effective & Efficient Business Model**

One of the unique value propositions with Ludesi's 2D gel image analysis software is the ease of getting results and the quick turn around time. The distinctive pay-per-image service model offered by Ludesi is the first of its kind in the market and it helps scientists to overcome the labor intensive and cumbersome 2D gel image analysis step with a quick turn around time. The enhanced REDFIN software, which was released in December 2007, acts as an interface to send the 2D gel images to Ludesi's analysts. Ludesi analysts use proprietary image analysis software, standardized protocols and strict quality control measurements to provide optimum analysis results. This also saves the scientist significant time in the laboratory. Because of this service model, unlike the conventional method, Ludesi's 2D gel image analysis service turn around is six to seven times quicker compared to that of its competitors.

Besides these technical advantages like quick turnaround and best quality results, Ludesi's service model, which is based on the number of gels, brings down the total cost of ownership involved in 2D gel image analysis by the laboratories, by means of cutting out the software license, labor and upgrade costs. So, in addition to software savings, Ludesi's added value of eliminating manual labor in terms of 2D gel image analysis is a unique selling tool in the market which sets Ludesi apart from its competitors. Alongside, the first of its kind service model in the 2D gel image analysis industry gives a first mover advantage in the market which is unlikely to be adopted by its competitors as this may conflict with their present business model based on software sales. Chart below depicts the superior features of Ludesi offering in the global market.

Chart 1.1: 2D Gel Electrophoresis Market: Superior features of Ludesi's offering (Global Market), 2008

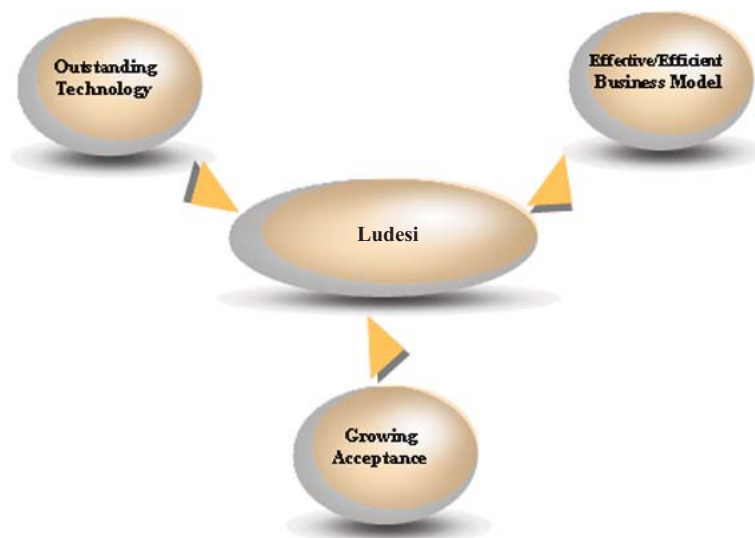


### Growing Acceptance in the Market

Although 2D gel image analysis is a well established method in the market, Ludesi's best in class technology alongside good economy of scale for its customers, makes it the preferred option for proteomics laboratories. To meet growing global demands, Ludesi is expanding in the U.S. and Asian markets to capture the potential laboratories.

The ability to penetrate a well established market, with a revolutionary technology and a novel business model, positions Ludesi in a unique place with definitive competitive edge. The increasing adoption in the market and overwhelming response from the laboratories for its software makes Ludesi a deserving recipient of 2008 Global 2D Gel electrophoresis Emerging Technology of the Year Award.

Chart 1.2: 2D Gel Electrophoresis Market: Distinctive Value Proposition of Ludesi Corporation, 2008



## About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.



### About Frost & Sullivan

Frost & Sullivan, a global growth consulting company founded in 1961, partners with clients to create value through innovative growth strategies. The foundation of this partnership approach is our Growth Partnership Services platform, whereby we provide industry research, marketing strategies, consulting and training to our clients to help grow their business. A key benefit that Frost & Sullivan brings to its clients is a global perspective on a broad range of industries, markets, technologies, econometrics, and demographics. With a client list that includes Global 1000 companies, emerging companies, as well as the investment community, Frost & Sullivan has evolved into one of the premier growth consulting companies in the world.

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