

Press release

Bad Birnbach, December 2011

FotoFinder wins Bavarian Export Award

Honor for the company's success abroad

The export award 2011 in the category “industry” went to FotoFinder Systems GmbH from Bavaria. Honored were the innovative product range and export success in recent years. The two managing directors Rudolf Mayer and Andreas Mayer received the award from Bavarian Minister of Economy Martin Zeil.

The Bavarian Export Award was assigned in five categories on November 22. Almost 130 companies applied for this award in 2011. Patron of the event, Bavarian Minister of Economy Martin Zeil, was enthusiastic about awardees that “have achieved international success and opened up new markets with knowledge, innovation and tact.”

Doctors all over the world can detect skin cancer early with the help of FotoFinder technology. 20 years ago the two managing directors founded the base for the success of this technology. Today, several thousand doctors in more than 60 countries work with FotoFinder imaging systems to document and check moles regularly. FotoFinder's improvements continuously enhance the quality of digital microscopic images of the skin; latest coup was the development of a tool for skin cancer diagnostics with a smartphone.

The selection committee honored this combination of an international network of distributors and subsidiaries in the USA and Italy. The export strategy as well as extraordinary ideas and export initiatives were considered, too. FotoFinder's export share reached about 60 % in 2010.

During her laudation, Stephanie Spinner-König pointed out the wide product range enabling doctors to identify skin cancer early. She emphasized that



FotoFinder has been a leading producer for 20 years in the niche market of medical equipment for dermatologists.

Managing director Andreas Mayer was delighted receiving the award and stressed "FotoFinder continues improving the methods of early skin cancer detection; with telemedicine playing an important part in the future."

Beside the award a corporate movie was created. It is available in English and German on www.fotofinder.de/corporate-video.

About FotoFinder Systems

The German company was founded in 1991 and is a worldwide leading manufacturer of medical imaging systems. Focus is the development of devices for skin cancer diagnosis, aesthetic medicine and clinical trials. Thanks to subsidiaries in the USA, Italy and a global network of distributors, FotoFinder has a worldwide presence. The company employs 40 people. The production is located in Germany.

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