



The TECHNIDATA group update their corporate image and website to mirror company development.

Montbonnot, March 7, 2016

TECHNIDATA, the software developer for medical laboratories and biological resource centers, update their corporate image and company website.

A new corporate identity to back the group's development

Since mid-February, TECHNIDATA's corporate image has evolved.

"The evolution of our image is in phase with TECHNIDATA's global strategy - satisfying customer expectations, and staying ahead to provide innovative solutions.

This evolution is furthermore visible in both the new graphic charter and company website, which plays an important role in our communication. Our software solutions are distributed internationally and the website plays an essential role in the different locations in which we currently operate, or in locations we would like to develop further.

The site was also designed to facilitate navigation and rapid access to information by laboratory discipline. Additionally, the site enables our clients to share their experiences through testimonials", explains Eric Rueda, TECHNIDATA Group Marketing Director.

Quality, innovation and customer satisfaction

TECHNIDATA solutions are developed in accordance with ISO 9001 and ISO 13485 standards to offer a high level of quality and security.

In order to provide laboratories and biological resource centers with the most efficient solutions using the latest technology, the group invests substantially in R&D. 30% of the company workforce dedicate their time to R&D.

"Our solutions constantly evolve to best meet the needs of both our customers and regulatory evolutions. ISO 15189 certification is a perfect example – we developed our software as well as new tools to meet the requirements of the standard. We can also offer dedicated services to support customers with their certification process."

The headquarters of the group is situated at the heart of one of the leading innovative hubs in France, in Montbonnot, near the city of Grenoble.

The TECHNIDATA group comprises a network of subsidiaries based in France, the Benelux countries, Germany and the United Kingdom. The group is also concentrating on expanding in North America through its regional head office based in Montreal, Canada, and in Asia Pacific through the regional head office based in Manilla, in the Philippines. To commercialize its offer in the rest of the world, the software developer relies on a partner network of distributors.

The group's new corporate image forms part of a global dynamic aimed at discovering new markets both in France and on an international scale.

About TECHNIDATA - www.technidata-web.com

With over 40 years' experience in the field of laboratory management, TECHNIDATA is a leading global software supplier for clinical, anatomic-pathology laboratories and biobank information systems. Developed in full compliance with the ISO 9001/ISO 13485 quality standards, TECHNIDATA software products are distributed in more than 25 countries worldwide and cover all the clinical laboratory disciplines: Biochemistry, Hematology, Immunology, Virology, Microbiology, Blood Banking, Histology/Cytology, Genetics, and Biobanking.

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Products and services:

- Laboratory Information Systems (TD-Synergy® suite)
- Middleware solutions (TD-Harmony® suite)
- Instrument workstations
- Point of Care Testing Management
- Web-based requests and results module
- Services: consulting, development, support, training activities