

Aerocrine initiates pulmonary device sales in Japan

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Singapore: Aerocrine AB, a Swedish medical products company, has launched its marketing and sales efforts of Aerocrine's FeNO measuring device NIOX VERO on April 19th at an event held at the Swedish Embassy in Tokyo in the presence of the Swedish Trade Commissioner Cecilia Leiram. The event was attended by more than 50 leading Japanese pulmonologists.

Aerocrine markets NIOX VERO and NIOX MINO which enables fast and reliable point-of-care measurement of airway inflammation. This product plays a critical role in more effective diagnosis, treatment and follow-up of patients affected with inflammatory airway diseases.

"The start of NIOX VERO sales in Japan follows the introduction of our new FeNO measuring device, NIOX VERO, in the US and Europe. Current sales of our device NIOX MINO that was launched in Japan in November 2013 has been above expectations and NIOX VERO now joins NIOX MINO as the only devices for FeNO measurements that are approved by PMDA for sale in Japan," stated Torben ThÅlix, International Sales Director of Aerocrine.

"Aerocrine has had an excellent cooperation with Panasonic Healthcare in the joint development and manufacture of the NIOX VERO. This is the first product based on this cooperation, now launched in Panasonic Healthcare's home market and we are excited about getting direct feedback from the Japanese physicians attending this event," said Mats Carlson, VP, Aerocrine.

"Aerocrine's new portable device is an innovative Swedish designed product and a great example of what our unique Swedish medical system and its advanced approach to research and development can do to improve asthma patient's daily life," commented Cecilia Leiram, Swedish Trade Commissioner in Japan.