

Applisonix Awarded “I Would Invest In This” at a BIOCOM Conference in California

Rehovot, Israel – 19/5/2009 - Applisonix LTD (TASE: APLS), a developer of technological solutions for the aesthetic market, is proud to report that it received the “I would invest in this” award at the BIOCOM DeviceFest conference in Newport Beach, California.

Applisonix received the award for its innovative Selectif™, the first ultrasound hair removal device for the cosmetic market. The company exhibited the device in BIOCOM’s yearly medical device conference. BIOCOM is the largest regional life science association in the world, representing more than 575 member companies in Southern California.

Jack Florio from Tech Coast Angels and Brinson Patrick Securities Corporation, who was a member of the awards committee, said: “This is a highly innovative new use for ultrasound technology, which presents a promising business opportunity. The initial focus is in a market segment that other technologies do not cover, with limited regulatory hurdles and with a customer base that is well established as a large self pay market having limited reimbursement issues as well.”

In 2008 Applisonix received the Frost & Sullivan 2008 European Technology Innovation Award for the aesthetic market. Frost & Sullivan mentioned that “As ultrasound becomes an emerging technology in the aesthetic market, Applisonix’ technology platform and experience pave the road for the company to join the leading aesthetic companies in the world in the hair removal and aesthetic market.”

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