

Zomedica Launches Revolutionary TRUIVIEW™ Digital Microscope with Advanced Optics, Automated Slide Preparation, and Telepathology Services

ANN ARBOR, MI / June 9, 2023 / Zomedica Corp. (NYSE American:ZOM) (“Zomedica” or the “Company”), a leading innovator in veterinary medicine offering diagnostic and therapeutic products for companion animals, announced today the launch of the revolutionary TRUIVIEW™ digital microscopy platform, featuring the proprietary TRUprep™ system that automatically prepares slides, along with LiquiView™ liquid lens technology that provides best-in-class images.

Microscopic examination of blood and cytology fluids is the standard of care in the veterinary industry and is utilized by essentially every veterinary practice. The groundbreaking all-in-one TRUIVIEW system combines LiquiView advanced optics, TRUprep automated slide preparation and tele-pathology with an easy-to-use interface to ensure consistent quality to boost veterinarian diagnostic confidence. The LiquiView advanced optics system will provide the highest quality slide images on the market, leading to better diagnostics for the pet.

Preparing cytology slides and making blood smear slides can be critically important to cellular investigation and diagnosis. However, the effectiveness and accuracy of that interpretation depend on the quality of the slide. The TRUIVIEW microscope features the TRUprep automated slide preparation system, eliminating the need for manual slide preparation because all the traditional manual slide preparation steps, including smearing, drying, fixing, staining, washing and drying, are handled by the TRUprep system, assuring consistent high-quality slides, while saving 5-10 minutes of technician time for each slide to improve productivity and workflow.

TRUIVIEW's digital imaging and telepathology component is an easy-to-use interface providing veterinarians with multiple diagnostic options, including reading the slide directly on the microscope, reviewing the slide digitally from a remote computer through the Company's myZomedica® web portal, or sending the image to a Zomedica pathologist for external review and consultation. This will result in boosting veterinarian confidence in providing a consistent, reliable diagnostic result.

“The innovation of the automated slide prep feature has been a critical need in the industry for years,” stated Bill Campbell, VP of Imaging at Zomedica. “We have taken every step to make it easier than ever for clinics to have consistent slide quality, reduce human error and waste and deliver reliable results every time. By automating this critical step, the TRUIVIEW microscope significantly improves the efficiency of veterinary practices, enabling veterinarians to save staff time and focus more on diagnosing their patients,” continued Campbell.

“The development of the TRUVIEW microscope has been a project I have been following closely”, said Dr. Matt Connolly of Connolly Animal Clinic. “Having a microscope that automatically smears and stains the slide produces very consistent quality, with the resulting image resolution better than manually prepared slides. With TRUVIEW in our lab we are more efficient, and it helps us provide the best medicine possible.”

“The TRUVIEW microscope represents the latest innovative technology launched by Zomedica,” said Larry Heaton, CEO of Zomedica. “By combining advanced optics with automated slide preparation, we are providing veterinary professionals with a powerful tool that enhances their diagnostic capabilities and streamlines their workflow.

“We’re launching the TRUVIEW system at this weekend’s PacVet conference and then offering it initially to practices participating in Zomedica’s Customer Appreciation Program by utilizing our TRUFORMA® diagnostic platform. The microscope will be placed in practices with no upfront capital required through a monthly subscription service in addition to fees for slide interpretations that will produce high margin revenue for the Company. As we build inventory, we’ll widen the launch as essentially all veterinary practices could benefit in several ways from adoption of the TRUVIEW system as they will receive quality images, professional interpretation and positive impacts on both workflow and cash flow”, concluded Heaton.

Zomedica acquired the assets of Revo Squared in July of 2022 and has been actively working to enhance their product line and prepare for the launch of the TRUVIEW platform. TRUVIEW products are manufactured by Zomedica at its Global Manufacturing & Distribution Center in Roswell, GA.

To learn more about the TRUVIEW microscope and be among the first to experience its transformative capabilities, please visit Zomedica’s website at www.ZOMEDICA.com.

About Zomedica

Based in Ann Arbor, Michigan, Zomedica (NYSE American: ZOM) is a veterinary health company creating products for companion animals by focusing on the unmet needs of clinical veterinarians. Zomedica’s product portfolio will include innovative diagnostics and medical devices that emphasize patient health and practice health. It is Zomedica’s mission to provide veterinarians the opportunity to increase productivity and grow revenue while better serving the animals in their care. For more information, visit www.ZOMEDICA.com.

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Cautionary Statement Regarding Forward-Looking Statements - Safe Harbor

Except for statements of historical fact, this news release contains certain “forward-looking information” or “forward-looking statements” (collectively, “forward-looking information”) within the meaning of applicable securities law. Forward-looking information is frequently characterized by words such as “plan”, “expect”, “project”, “intend”, “believe”, “anticipate”, “estimate” and other similar words, or statements that certain events or conditions “may” or “will” occur and include statements relating to our expectations regarding future results. Although we believe that the expectations reflected in the forward-looking information are reasonable, there can be no assurance that such expectations will prove to be correct. We cannot guarantee future results, performance, or achievements. Consequently, there is no representation that the actual results achieved will be the same, in whole or in part, as those set out in the forward-looking information.

Forward-looking information is based on the opinions and estimates of management at the date the statements are made, including assumptions with respect to economic growth, demand for the Company’s products, including the TRUVIEW microscope, the Company’s ability to produce and sell its products, sufficiency of our budgeted capital and operating expenditures, the satisfaction by our strategic partners of their obligations under our commercial agreements, our ability to realize upon our business plans and cost control efforts and the impact of COVID-19 on our business, results and financial condition.

Our forward-looking information is subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those anticipated in the forward-looking information. Some of the risks and other factors that could cause the results to differ materially from those expressed in the forward-looking information include, but are not limited to: veterinary acceptance of the TRUVIEW microscope; competition from related products; risks associated with the function of the products and product liability; the application of generally accepted accounting principles, which are highly complex and involve many subjective assumptions, estimates, and judgments, uncertainty as to whether our strategies and business plans will yield the expected benefits; uncertainty as to the timing and results of development work and verification and validation studies; uncertainty as to the timing and results of commercialization efforts, as well as the cost of commercialization efforts, including the cost to develop an internal sales force and manage our growth; uncertainty as to our ability to successfully integrate acquisitions; uncertainty as to our ability to supply products in response to customer demand; uncertainty as to the likelihood and timing of any required regulatory approvals, and the availability and cost of

capital; the ability to identify and develop and achieve commercial success for new products and technologies; the level of expenditures necessary to maintain and improve the quality of products and services; changes in technology and changes in laws and regulations; our ability to secure and maintain strategic relationships; performance by our strategic partners of their obligations under our commercial agreements, including product manufacturing obligations; risks pertaining to permits and licensing, intellectual property infringement risks, risks relating to any required clinical trials and regulatory approvals, risks relating to the safety and efficacy of our products, the use of our products, intellectual property protection, risks related to the COVID-19 pandemic and its impact upon our business operations generally, including our ability to develop and commercialize our products, and the other risk factors disclosed in our filings with the SEC and under our profile on SEDAR at www.sedar.com. Readers are cautioned that this list of risk factors should not be construed as exhaustive.

The forward-looking information contained in this news release is expressly qualified by this cautionary statement. We undertake no duty to update any of the forward-looking information to conform such information to actual results or to changes in our expectations except as otherwise required by applicable securities legislation. Readers are cautioned not to place undue reliance on forward-looking information.

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