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[cklepsch@labelindependent.com](mailto:cklepsch@labelindependent.com)**VISUAL ASSAY® NAMED FINALIST IN 53<sup>RD</sup> ANNUAL R&D 100 AWARDS***Awards Program Honors Top 100 Innovative Technologies, Services of Past Year*

**Princeton Junction, NJ July 24, 2015** Visual Assay was named as a finalist for the 53<sup>rd</sup> Annual R&D 100 Awards, which identify and celebrate the top 100 most innovative technologies and services of the past year. More than 70 judges selected the finalists, including Visual Assay® which was named in the Software/Services category. The winners will be announced at the 2015 R&D 100 Awards Dinner on November 13 at Caesars Palace in Las Vegas, NV.

Often referred to as the “Oscars of Invention,” the R&D 100 Awards was first established in 1963 and known as the I-R100s. This year’s finalists represent many of the industry’s leading organizations and national laboratories. Past winners have included the flashcube (1965), the automated teller machine (1973), the halogen lamp (1974), the fax machine (1975), the liquid crystal display (1980), the Kodak Photo CD (1991), the Nicoderm anti-smoking patch (1992), Taxol anticancer drug (1993), lab on a chip (1996) and HDTV (1998).

“We are honored to be among the globally recognized technology leaders of the R&D 100 finalists. Our Visual Assay® technology will drive a new paradigm for mobile enterprise collaboration and accelerate the pace of research and healthcare. We are proud to be recognized for our innovation,” said Mannix Aklian, Founder and CEO of Visual Assay.

For the first time in its history, the winners of the R&D 100 Awards will be honored for exemplary accomplishments from across five categories: Analytical Test, IT/Electrical, Mechanical Devices/Materials, Process/Prototyping, and Software/Services. The 2015 Awards will also honor excellence in four new special recognition categories – Market Disruptor (Services), Market Disruptor (Products), Corporate Social Responsibility, and Green Tech. A detailed list of the 2015 Finalists can be found [here](#).

In addition to the awards gala, there will also be a two-day R&D 100 Technology Conference which will feature 28 educational sessions, keynote addresses by innovator Dean Kamen, and Thom Mason, PhD, Director of Oak Ridge National Laboratory. [Click here](#) to learn more about the 2015 R&D 100 Awards dinner on November 13 at Caesars Palace in Las Vegas. For more information on the R&D 100 Awards & Technology Conference, [www.rd100awards.com/](http://www.rd100awards.com/).

**About Visual Assay:**

A product of Label Independent, Inc., Visual Assay® is a tablet-based collaboration tool used for method workflow development and for managing, capturing and sharing assay data in real time. Developed by scientists for scientists, Visual Assay is available as a cloud-based or on-premises workflow compliance solution that captures data as it’s generated in secure, encrypted files. Used on three continents, Visual Assay requires virtually no typing and removes the need for translation, allowing companies to cross language, cultural and geographical barriers, all while increasing reproducibility and productivity. Visual Assay’s first clients include top 10 pharmaceutical and biotech companies. To learn more about Visual Assay or to request a demo, visit [www.visualassay.com](http://www.visualassay.com).

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