

**Press Release**



**FOR IMMEDIATE RELEASE**

Editorial Contact:

Peter Masi  
Director, Marketing & Communications  
Swisslog Healthcare Solutions  
Phone: 303.373.7945  
Fax: 303.373.7932  
[pete.masi@swisslog.com](mailto:pete.masi@swisslog.com)

**Swisslog to be Major Exhibitor at ASHP Midyear**

DENVER, Colo. (November 9, 2010) – Swisslog, a leading provider of automated materials transport and pharmacy automation solutions for hospitals, today announced it has purchased a 30' X 30' booth at the 45<sup>th</sup> annual [ASHP Midyear Clinical Meeting & Exhibition](#), placing it among the 20 largest exhibitors at this premier industry event.

Exhibiting at booth #1221, Swisslog will use ASHP Midyear, which takes place Dec. 5 – 9 at the Anaheim Convention Center, to showcase both its [Translogic Pneumatic Tube System](#) and its complete suite of [pharmacy automation products](#). “Swisslog is an active participant in many healthcare conferences and exhibitions throughout the year,” said Ben Hinnen, vice president of Swisslog’s Automated Drug Management Systems business unit. “Because ASHP Midyear is the pharmacy industry’s flagship event, we decided to participate in a very meaningful way. We are confident that our messages of improved patient safety, reliable and secure materials transport, and healthcare reform preparedness will reach well over 1,000 booth attendees.”

Swisslog’s TransLogic Pneumatic Tube System (PTS) dramatically reduces transport time of medications, lab specimens and other medical supplies throughout a hospital, reducing unproductive manual deliveries while enhancing patient care with rapid response. Within hospitals, the pharmacy is the second biggest user of the tube system, behind only the main laboratory. Swisslog’s PTS meets the special requirements of drug transport, including secure access, tracking with arrival & departure notification, and special handling and packaging. Through the use of a variety of patented Swisslog technologies and accessories, hospital pharmacies can track and verify the secure transport of prescription drugs and other controlled substances to the right person, at the right location, at the right time.

**swisslog**

Swisslog's pharmacy automation product suite includes PillPick, BoxPicker, ATP High-Speed Packagers, Beacon Pick-to-Light Shelving, and Inventory Management Software. Collectively, these pharmacy automation solutions streamline and optimize the operations of both inpatient and outpatient hospital pharmacies. From the packaging of bulk medications to storage, dispensing and logistics, Swisslog's pharmacy automation products help hospitals reduce or eliminate dangerous medication errors while improving the speed and efficiency of the drug supply chain.

Also on exhibit at the Swisslog booth will be [RoboCourier](#), an autonomous mobile robot. Weighing 100 pounds and standing just three feet tall, RoboCourier is capable of passing through congested hallways and door openings as narrow as 27 inches. RoboCourier, which moves at normal walking speed, features easy-to-use route generation technology and a laser-guided collision avoidance system. Because it interfaces with automatic doors and elevators, RoboCourier can navigate multiple floors within a hospital, meaning it can transport materials from one department to another. In addition, RoboCourier features a lockable container, meaning it can securely transport sensitive items, such as pharmaceutical drugs.

Anyone who visits the Swisslog booth and completes a brief needs-analysis survey will receive a free robot-shaped USB hub. In addition, attendees who view both of Swisslog's five-minute presentations will be entered into the grand-prize drawing for an Apple iPad™.

The [American Society of Health-System Pharmacists \(ASHP\)](#) is a 35,000-member professional association that represents pharmacists who practice in hospitals, health maintenance organizations, long-term care facilities, and home care. ASHP is the only national organization of hospital and health-system pharmacists. With its focus on improving patient care and medication safety, ASHP Midyear will be attended by some 350 exhibitors and more than 20,000 pharmacy professionals and students from 86 countries.

[Swisslog Healthcare Solutions](#) is the leading supplier of logistics automation solutions for healthcare facilities. Swisslog has installed [automated materials transport](#) and [pharmacy automation systems](#) in more than 3,000 hospitals around the world, including more than 2,000 in North America. Swisslog offers total systems design, manufacturing, installation and customer support providing a complete supply chain management approach to the logistics challenges of hospitals. The North American division of Swisslog Healthcare Solutions is based in Denver, Colo.

## **About Swisslog**

Swisslog is a global provider of integrated logistics solutions for warehouses, distribution centers and hospitals. Its comprehensive services portfolio ranges from building complex warehouses and distribution centers to implementing Swisslog's own software to intra-company logistics solutions for hospitals.



Swisslog's solutions optimize customers' production, logistics and distribution processes in order to increase flexibility, responsiveness and quality of service while minimizing logistics costs. With years of experience in the development and implementation of integrated logistics solutions, Swisslog provides the expertise that customers in more than 50 countries rely on.

Headquartered in Buchs/Aarau, Switzerland, Swisslog currently employs over 2,000 staff in about 20 countries worldwide. The group's parent company, Swisslog Holding AG, is listed on the SIX Swiss Exchange (security number: 1232462, Telekurs: SLOG, Reuters: SLOG.S). For more information, visit [www.swisslog.com](http://www.swisslog.com).

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The logo for Swisslog, featuring the word "swisslog" in a lowercase, sans-serif font. The letters are a dark red color. The "i" in "swiss" has a small white dot. The "o" in "slog" is a solid dark red circle. The logo is set against a light blue rectangular background.