

holo  
monitor<sup>®</sup>  
live cell imaging made easy

# ÅRSSTÄMMA 2020/21

Digital omställning. Hur gick det?

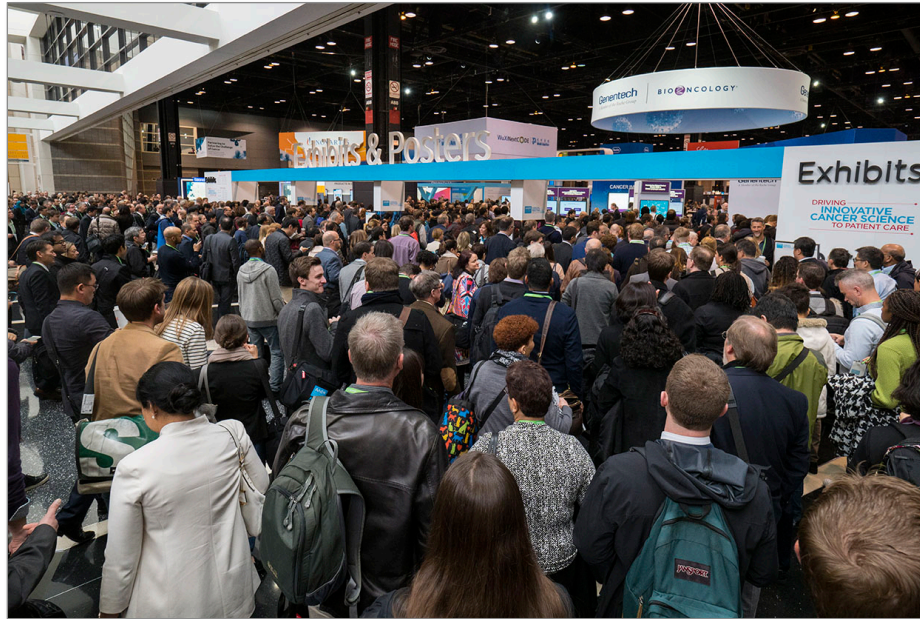
En bransch under omställning

Den digitala omställningen är dock en utomordentlig möjlighet för PHI

- HoloMonitor är i sin natur gjord för distansarbete
- Digital marknadsföring sätter leverantören (PHI) i framsätet

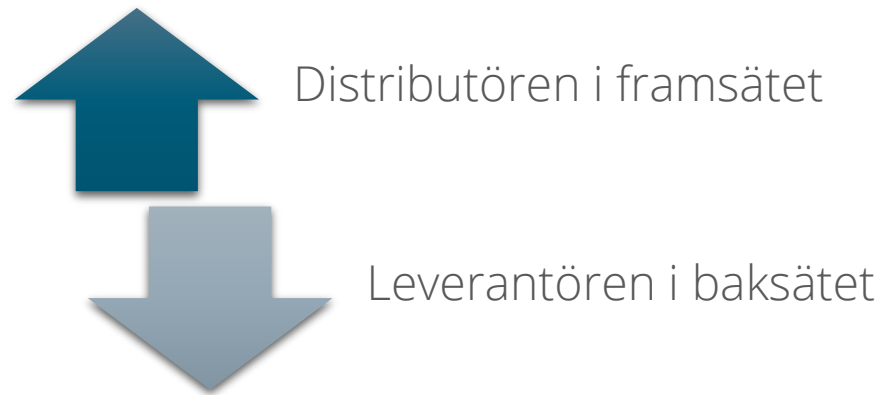
Hur gick det med detta då?

## Fackmässor



En mässa kunde ha mer än 20 000 besökare, där störst syns mest med montrar över 500 m<sup>2</sup>.

## Mässförsäljning



## Digital marknadsföring

holomonitor - Google Search

https://www.google.com/search?ei=d2uFX66WOLHLOPERY-e6AJ&q=holomonitor&oxq=holomonitor

Google holomonitor

About 220 000 results (0.44 seconds)

**HoloMonitor**

"The **HoloMonitor** live cell imaging microscope quantifies living cells by measuring how light changes direction when passing through unstained cells. The cells are completely unaffected, as no light energy whatsoever is absorbed or transferred to the cells — no energy exchange, no change" Feb 15, 2018

phiab.com > Products > HoloMonitor

[HoloMonitor | PHI - Phase Holographic Imaging](#)

Feedback

phiab.com > Shop > Webshop > Software

**HoloMonitor App Suite Software | PHI**

Feb 25, 2020 — **HoloMonitor** App Suite is a new proprietary software based on biological applications. Using App Suite you can easily perform live cell ...

phiab.com

**Phase Holographic Imaging | Live Cell Imaging Made Easy**

Jun 27, 2017 — The **HoloMonitor** live cell imaging & analysis system enables label-free kinetic live cell studies during physiologically optimal conditions.

[HoloMonitor](#) [HoloMonitor App Suite](#) [Live Cell Videos](#) [Live Cell Imaging Assays](#)

www.selectscience.net > Products

**HoloMonitor M4 - SelectScience**

**HoloMonitor** M4 by Phase Holographic Imaging: The cell growth applications offer quick and quantitative live cell count and culture QC (quality control), of both ...

★★★★★ Rating: 4.8 - 6 reviews

Coronavirus Reinfections: Co

edition.cnn.com/2020/10/16/health/coronavirus-reinfections-what-we-know-wellness/index.html

**CNN BUSINESS** KNOW WHAT THE TECH IS GOING ON

**CNN health** Food Fitness Wellness Parenting Vital Signs

By Christina Maxouris, CNN

Updated 1625 GMT (0025 HKT) October 16, 2020

Can you catch Covid-19 twice? Hear from WHO's chief scientist 02:26

**(CNN)** — After overcoming a bout with Covid-19, President Donald Trump said he was immune to the virus.

Experts say it's possible to get reinfected. But it's rare.

"So 38 million cases worldwide. A couple of dozen cases of reinfection reported so far," Dr. Soumya Swaminathan, a chief scientist at the World Health Organization, told CNN earlier this week.

Dr. Anthony Fauci, the director of the National Institute of Allergy and Infectious Diseases said this week health officials are beginning to see "a number of cases" reported as reinfections.

"Well-documented cases," he said, "of people who

**News & buzz**

Analysis: Donald Trump just revealed "a lot" more than he meant.

Stupid things parents do that put their kids at risk

Ad Phase Holographic Imaging

**Effortless Live Cell Imaging**

Long term time lapses with short analysis times!

Open

Advertisement

HHS lawyer: Trump's drug cards

politico.com/news/2020/10/16/hhs-lawyer-trump-drug-cards-election-law-42989

**POLITICO** MAGAZINE THE AGENDA PRO

**Without Any Labels or Stains**

Monitor Your Cells Directly inside Your Incubator

Phase Holographic Imaging

**EXCLUSIVE**

**HHS lawyer: Trump's drug cards could violate election law**

Health department's legal concerns about the drug-card plan for seniors could delay plans to promote it beyond Election Day

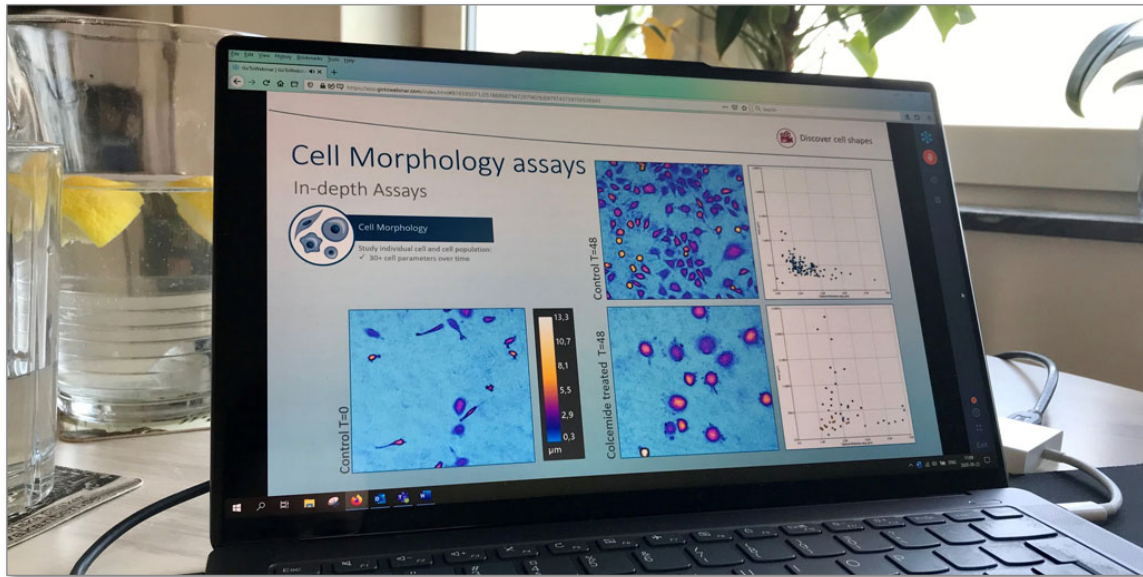
President Donald Trump speaks about the coronavirus in the James Brady Press Briefing Room of the White House, Tuesday, April 7, 2020, as Administrator of the Centers for Medicare and Medicaid Services Seema Verma, listens. (AP Photo/Alex Brandon)

**THE WHITE HOUSE**

By DAN DIAMOND  
10/14/2020 07:56 PM EDT

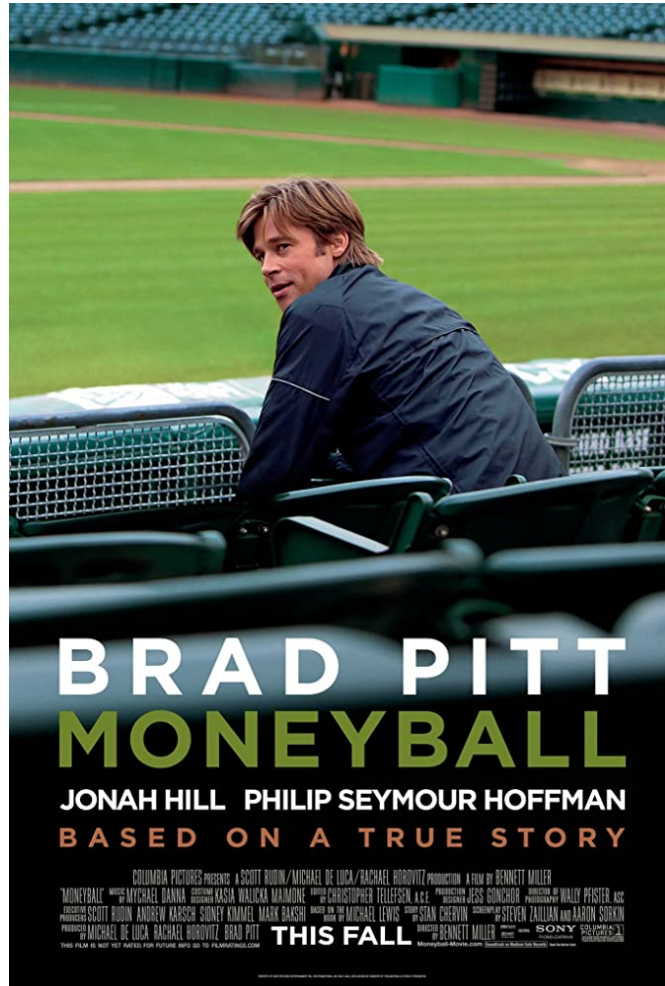
The health department's top lawyer is warning in an internal memo that President Donald Trump's plan to give seniors \$200 discount cards to buy prescription drugs could violate election law, according to three officials with knowledge of those legal concerns.

## Online-demonstrationer



- Generering och kvalificering av leads förflyttas till leverantören
- Leverantörens marknadsföring driver försäljning, inte distributörens säljare
- Vilket redan är fallet inom konsumentmarknaden

## Statistisk marknadsföring



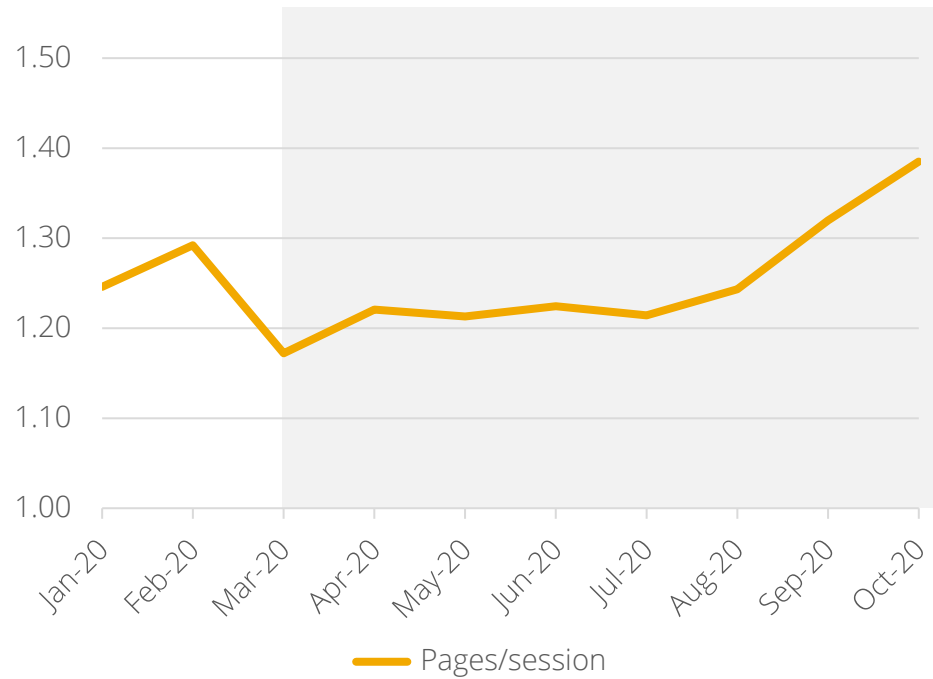
- En underhållande berättelse om hur statistisk dataanalys förändrade baseboll
- Vetande och objektivitet ersätter tro och subjektivitet för att nå resultat
- Business to business-marknadsföring står inför motsvarande förändring, påskyndat av COVID-19

# Online-baserad marknadsföring kan prognostisera framtida försäljning med en precision som tidigare inte har varit möjlig

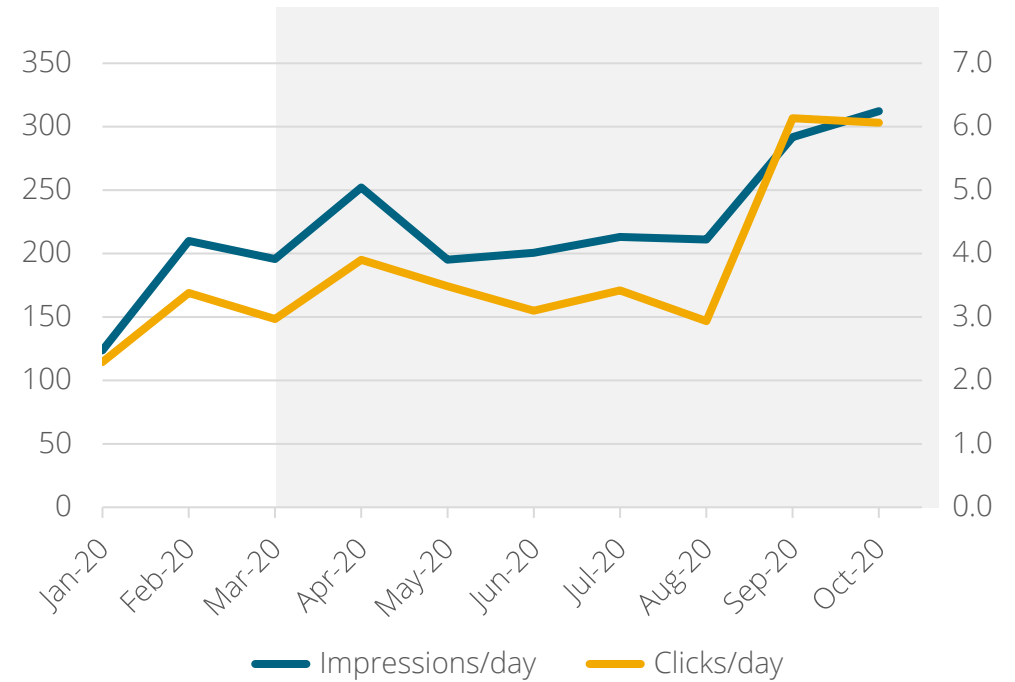
Statistisk marknadsföring förvandlar marknadsföring  
från en traditionellt subjektiv verksamhet till en  
evidensbaserad verksamhet



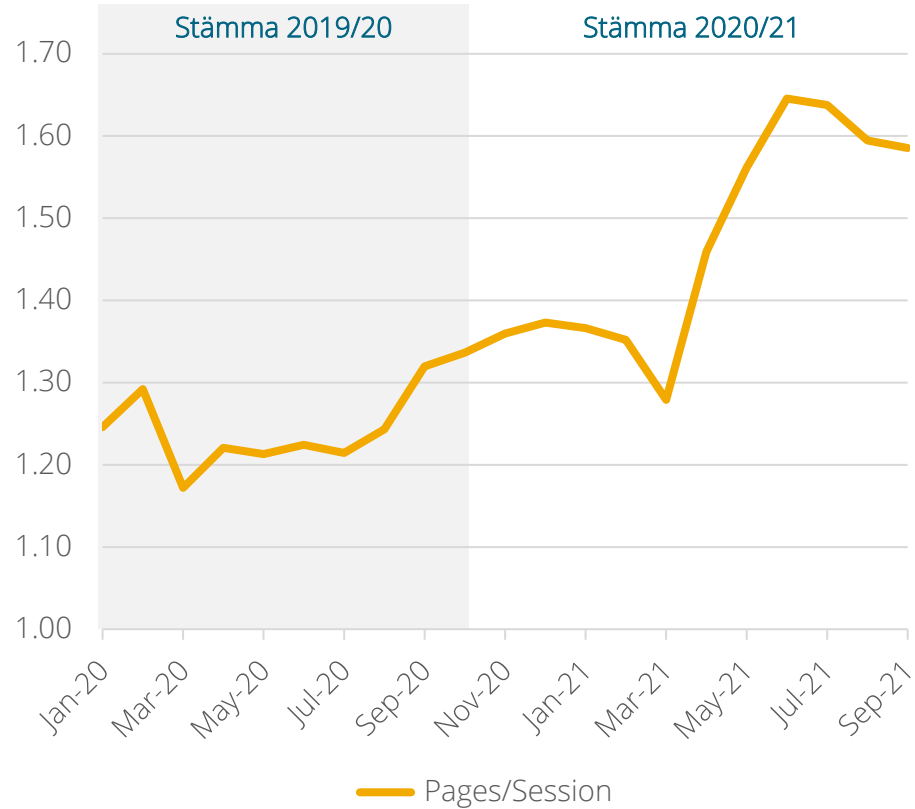
### Antalet besökta sidor/besök



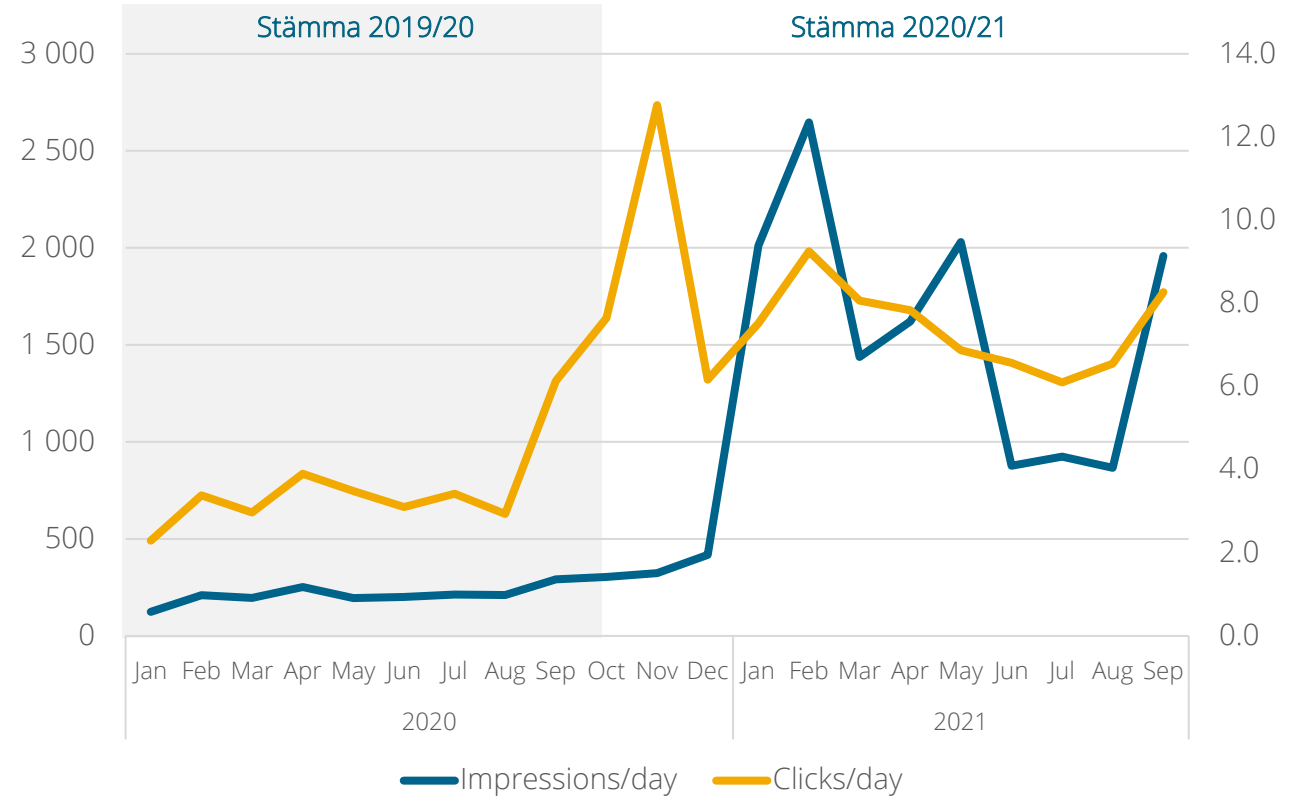
### Googlesökning i USA



Antalet besökta sidor/besök

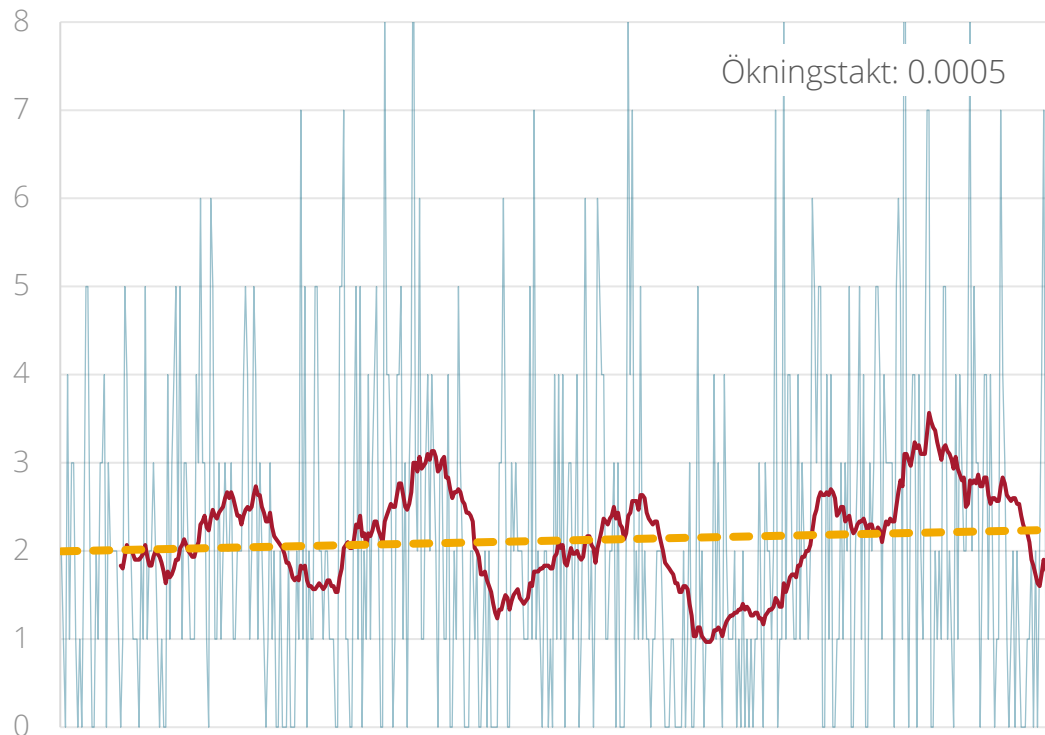


Så kallad organisk googlesökning i USA

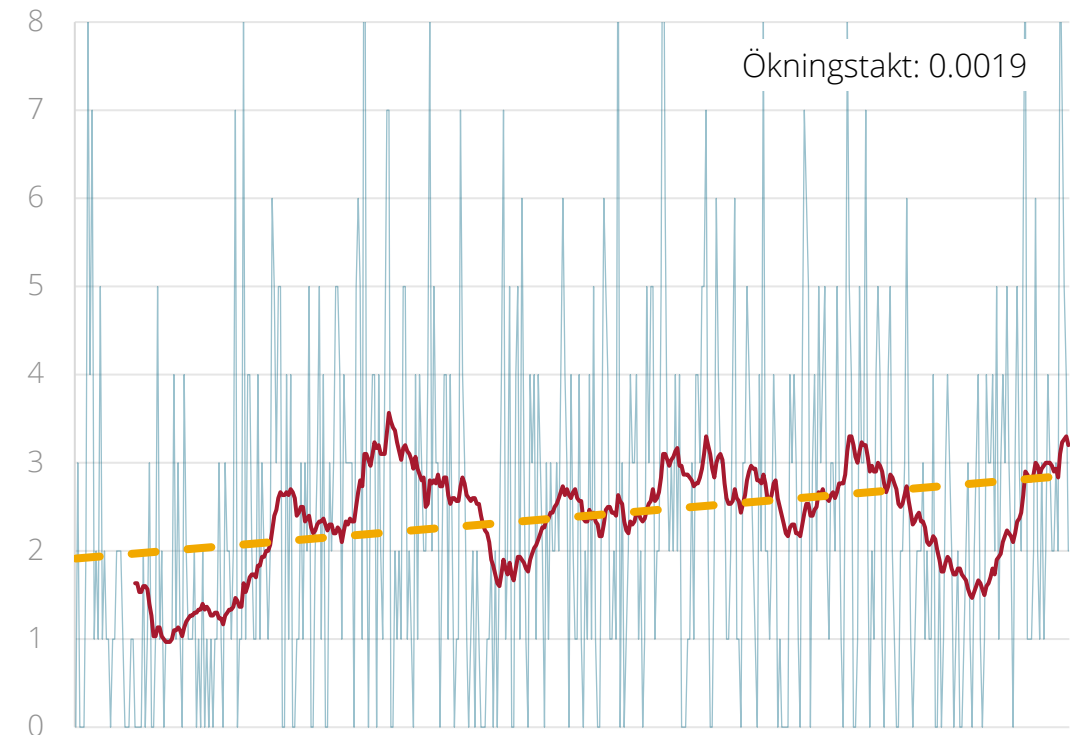


## Antalet sökningar och klick på "holomonitor" per dag 16 månader bakåt

Jan 12, 2021

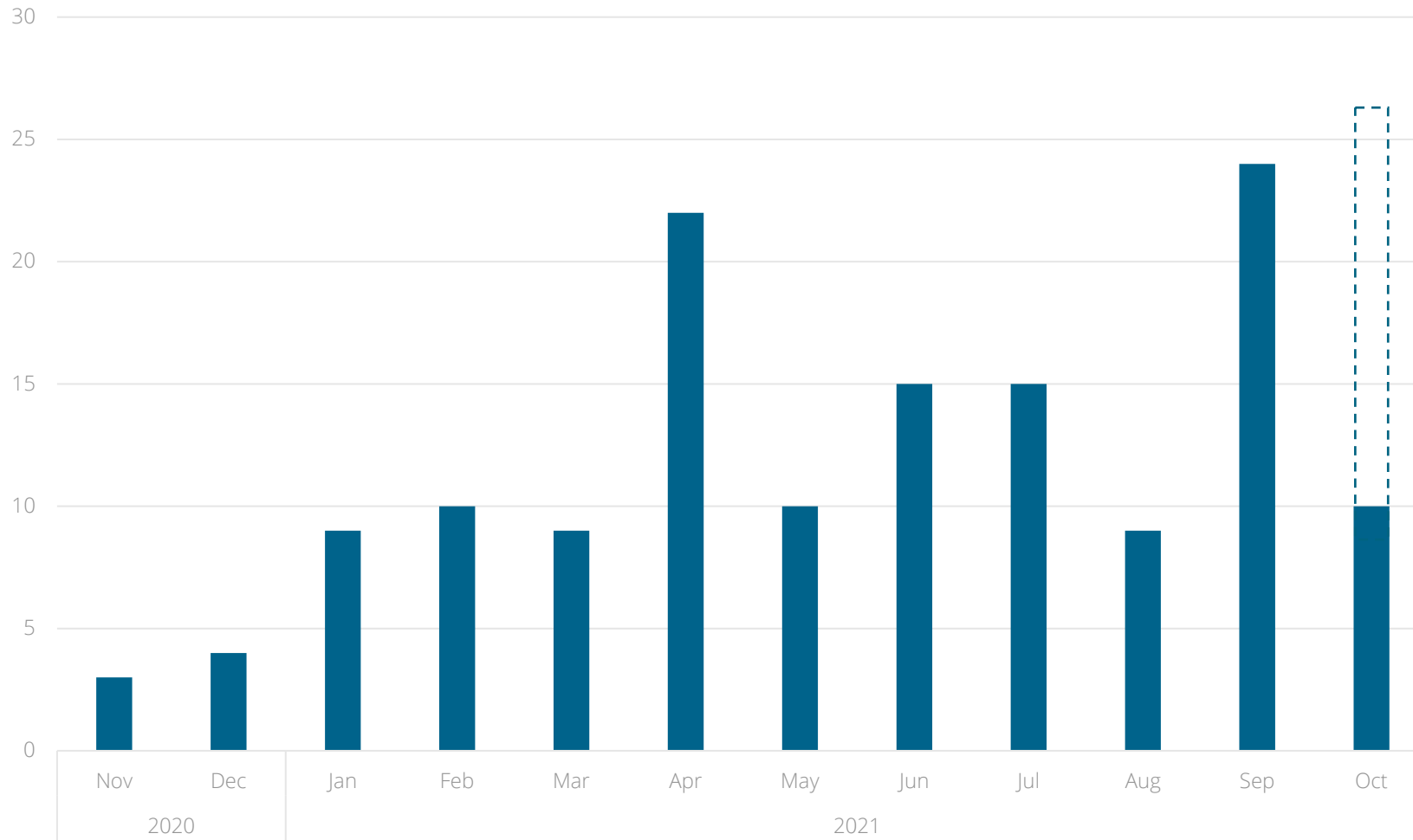


Okt 10, 2021

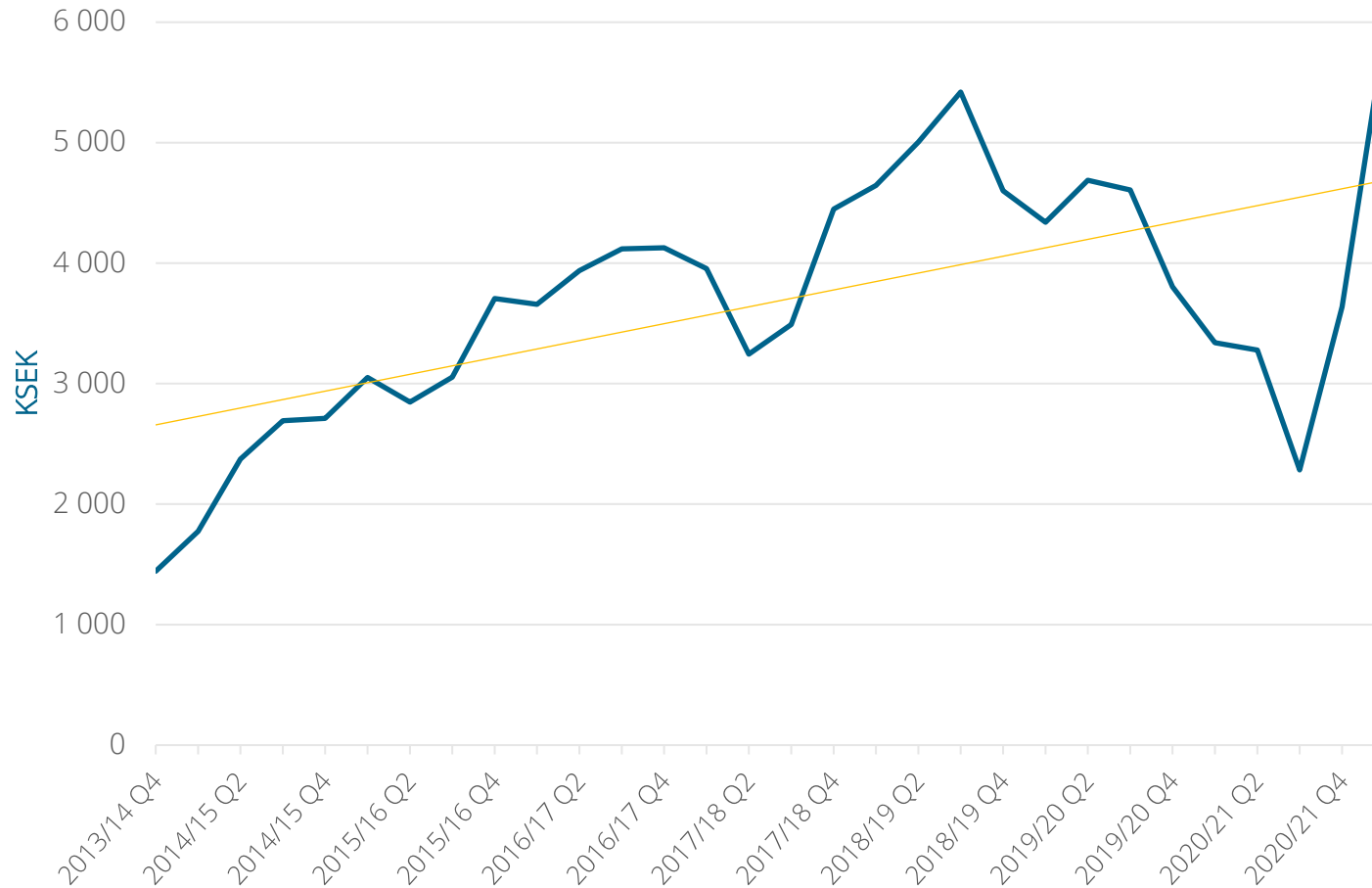


# KUNDFÖRFRÅGNINGAR/MÅNAD

Sammanställt den 12 oktober 2021



T.o.m. Delårsrapport 1 2020/21



Baserat på bl.a. presenterad data ser vi att försäljningen fortsätter att växa framgent

Tack!