

Press Release – For Immediate Release

August 2009

Media contact: Leslie Russo Bayer 913.403.5425

lbayer@scriptpro.com • www.scriptpro.com

For product information, contact: 800.606.7628

SP Datapoint Wins 2nd Design Award

Mission, Kan. — ScriptPro's SP Datapoint has again received a significant design award. *I.D.* magazine recently announced the winners of its **2009 Annual Design Review** and SP Datapoint was one of five winners in the category of Equipment.

The jurors describe the SP Datapoint this way: "A sleek and strong aluminum and steel case keeps the computer and detachable prescription label printer safe from dirt and dings, while a modular design lets pharmacists stack the components vertically to maximize counter space—not a revolutionary idea, but a nice one. The aesthetic will last as long as the technology will."

Earlier this year, the Chicago Athenaeum: Museum of Architecture and Design and the European Centre for Architecture Art Design and Urban Studies awarded a 2008 GOOD DESIGN Award to SP Datapoint, designed by KEM STUDIO, Kansas City, MO.

The GOOD DESIGN program emphasizes design of the highest form, function, and aesthetic. Products submitted to the program are judged by a jury of distinguished design professionals and specialists using criteria established in the original 1950 program.

ScriptPro's SP Datapoint meets the rigorous criteria for its design. ScriptPro and KEM STUDIO developed SP Datapoint as a compact, interactive countertop unit for entering, filling, verifying, dispensing, and tracking prescriptions. Keeping in mind the tight counter space in most pharmacies, it integrates an adjustable-height touchscreen monitor, barcode scanner, and an optional SP Printer labeling device to provide workflow control and dispensing accuracy in a small environment. SP Datapoint is part of SP Central Retail Store Package, which includes SP Central Pharmacy Management System.

The GOOD DESIGN program was founded in Chicago in 1950, and remains the oldest and most prestigious awards program worldwide. The SP Datapoint was chosen from hundreds of submissions from over 48 nations. Other 2008 GOOD DESIGN winners include the iMac, iPod Touch, and HP TouchSmart PC. For more information about the GOOD DESIGN Awards, visit www.chi-athenaeum.org.

I.D. magazine's **Annual Design Review** has been held since 1954 and recognizes the best in product, furniture, graphic, and environment design, from the iconic to the obscure. Each year, the featured work is chosen by a jury of leading practitioners. See the July/August issue of *I.D.* magazine — the Annual Design Review issue, www.id-mag.com/annualdesignreview/ for more information.

ABOUT SCRIPTPRO: ScriptPro develops, provides and supports state-of-the-art, robotics-based management and workflow systems for pharmacies. ScriptPro is dedicated to helping pharmacies lower operating costs, reduce dispensing errors and maximize customer satisfaction. ScriptPro technology helps pharmacies operate efficiently and profitably so they can deliver the maximum contribution to the healthcare system. ScriptPro, with headquarters in Mission, Kansas, provides automation to thousands of pharmacies worldwide.

ABOUT KEM STUDIO: Better design is achieved through the fusion of architecture and industrial design. This approach helps us understand how people live, work and play. From the objects that we hold in our hand to the spaces we inhabit, this fusion influences every aspect of our life – making it better. For more information, call 816.756.1808 or visit www.kemstudio.com.

###