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Orange Biomed to introduce portable glyated hemoglobin meter 'OBM rapid A1c' at CES 2025... "We will increase medical equity with cutting-edge medical devices!"

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Orange Biomed's portable glyated hemoglobin meter 'OBM rapid A1c'. | Photo courtesy of Orange Biomed

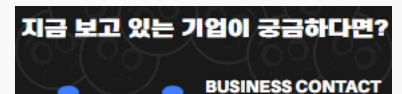
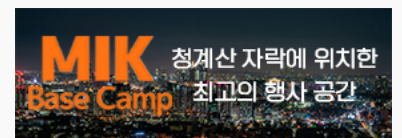
Orange Biomed Co., Ltd (CEO Woong-Hyeon Koh and Yeseul Park) announced that it will participate in the 'K-Startup Pavilion' at CES 2025, which will be held in Las Vegas, USA from January 7th to 10th (local time).

At this year's CES 2025, Orange Biomed will be introducing its portable glyated hemoglobin meter, the 'OBM rapid A1c'. This product was developed to enable the glyated hemoglobin test, which is essential for diabetes management, to be performed easily and accurately at home.

Glyated hemoglobin is used as an important indicator for evaluating the blood sugar control status of diabetic patients, and unlike simple blood sugar levels, it is characterized by not greatly changing depending on the time or period of the test. Glyated hemoglobin increases blood viscosity, causes damage to blood vessels and surrounding tissues, and acts as a cause of various diabetic complications.

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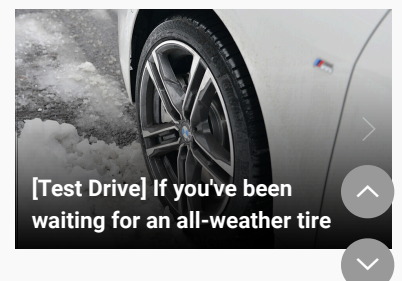
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OBM rapid A1c, developed by Orange Biomed with the goal of simplifying the management of diabetes and diabetic complications, has a clear distinction as the world's first device that measures glycated hemoglobin using microfluidic technology. It boasts stability and reliability that accurately measures glycated hemoglobin using only a small amount of blood, and the company plans to inform the industry of these characteristics at the exhibition and draw attention.

Park Ye-seul, CEO of Orange Biomed, said, "It is meaningful to introduce our OBM rapid A1c at CES 2025, the world's largest consumer electronics show," adding, "It will contribute to increasing medical equity by allowing those who have difficulty managing diabetic complications due to limited access to hospitals to utilize cutting-edge medical technology at home."

*This news was jointly planned by Aving News and Seoul Economic Promotion Agency (SBA).

Meanwhile, Aving News, which has covered the CES site directly for 19 consecutive years, is introducing various programs to not only establish a bridgehead for domestic SMEs and startups to advance into the global market, but also expand opportunities for overseas expansion.

First, we will set up an AVING BROADCASTING zone in the Venetian Hotel in Las Vegas and aim to spread news about domestic startups around the world through CES official media day startup conferences, global media invitation interviews, etc. All programs will be covered by a global media reporter team affiliated with AVING News.

In addition, after the closing of CES2025, we will co-host a review conference with companies to provide an opportunity to attract attention in Korea and support the enhancement of corporate image.

* Special reporters: Joseph Choe, Kidai Kim, Dongkwan Kim, Mokkyung Lee, Sangun Choi, Seung Hyun Nam, Min Choi, Minseok Cha, Myungjin Shin, Gyeongha Lee

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