Canon
CANON BIOMEDICAL

VISUAL IDENTITY GUIDELINES

"We based our unique approach on understanding customers' needs thoroughly and finding the existing pain points."

— Akiko Tanaka, CEO, Canon BioMedical

Contents

Our Brand

Why does a brand matter?

A brand enables multiple people to have a common identity with a company. Branding allows people to associate acquired understandings with the unknown. People are informed about a brand not only from the company but also through their own interactions, the experiences of others, and through publicly shared information.

The obvious elements of a "brand" are the company name, logo, product names, packaging, and taglines; but a brand is not just tangible elements — it includes the abstract. A brand includes the opinions formed through experiences as well as the spirit, tone, and reputation of the company. How people feel, think, and respond to Canon BioMedical — that is the purpose of a brand.

Why maintain branding guidelines?

Branding guidelines are used to maintain a distinct, consistent, and recognized feel to all external and internal communications from Canon BioMedical. By using the brand guidelines, we can have an integrated, common approach to building a strong brand. We can immediately orient our customers to Canon BioMedical and build upon our shared vision.

Harmony in messaging and brand will help…

- Create visual consistency for easy recognition

- Maintain a consistent brand voice

- Share the vision and mission of Canon BioMedical

Our goal is to create an integrated brand that is clear, consistent, and well-communicated both inside and outside Canon BioMedical. Canon BioMedical is the primary identifier used for the company, its businesses, products, and programs. As a new subsidiary of a global brand, consistency is important to help our customers understand that Canon is investing in the future of healthcare.

Mission

Position Canon BioMedical to become a pillar of Canon's global business by building on current capabilities and engaging in partnerships creating innovative MDx products to improve health and well-being.

Our name

The name "Canon BioMedical" is the predominant identifier used for the company and its business. While the company's legal name is "Canon Bio-Medical, Inc.", the full legal company name is used only where specifically required in contracts and other legal documents.

In normal day-to-day written and verbal communication, refer to the company as simply "Canon BioMedical" — make sure the "M" is capitalized. Use "Canon BioMedical" alone to identify the company and its employees, facilities, products, services, and other assets to external audiences. For example, in written text for a brochure, press release, or other standard external communications, the preferred designation is "Canon BioMedical plans to hire ten more people in the next six months" or "John Doe works for Canon BioMedical."

Use of CBMI

Do not use an acronym of Canon Bio-Medical, Inc. (CBMI) in any case except for internal documents. It is still preferred to use "Canon BioMedical." Using the full name of Canon BioMedical incorporates the brand equity of Canon which does not happen when using an acronym of the complete legal name. Canon U.S. Life Sciences

Do not use "Canon U.S. Life Sciences" or "CLS" on external documents for product-oriented literature. As only Canon BioMedical has commercial products available on the market, use "Canon BioMedical" on as many external communications as possible so as not to confuse customers.

Phone number

The phone number is 1-844-226-6624. The numbers correspond to 1-844-CANONBIO. The O is not a required number, but it makes the number easy to remember. When space is not an issue, include both numbers with the numerical number in parentheses underneath CANONBIO. Make the numerical number 23% smaller than the CANONBIO number.

We are here to assist.

Please call or email to talk with our technical support staff about HRM or to place an order.

contactus@canon-biomedical.com | www.canon-biomedical.com | 1-844-CANONBIO

When spacing only allows one number, use the CANONBIO number and leave off the numerical number.

canon-biomedical.com

1-844-CANONBIO
(1-844-226-6624)

Canon BioMedical Logo

The Canon BioMedical logo is created by Canon USA and is maintained on the Canon USA guideline pages. The Canon BioMedical logo can be found here: http://canonusa.cusa.canon.com/canonbranding/8.0.17.asp

Slogan

Voluptatet, consr quia nihit volorionsed molorerat ipid minea tia consed quis aut molor estio. Officip sapides equatqua autet volut eaquoea quo ea cus re sequi dolor sum hae runt et req derorerupis et dionsersped mint lab inctor rat mag nis acuptia untem uo ea cus r etur, offici blame niminume sam apel.Optatest, occulla boreius qui ut velia in repudigene nossin consequias qui id molupta debis si doluptatem volupta.

Brand Voice

The way we speak is a reflection of our relationship with our customers — we are working to help them achieve their objective. Our brand voice creates a tone and personality that customers can associate with Canon BioMedical. Our brand voice is reflected in our online and offline communications.

Informal

informal, conversational, encouraging, approachable

Our materials are written in an informal, conversational style that focuses on building a relationship with our customers. We are encouraging in written materials and approachable through social media platforms. We use active voice, not passive, to emphasize our engagement.

Journalistic

concise, fresh, novel, creative

Our materials provide concise, straight-forward information in a journalistic style. We focus on refining our message through editing. We present a fresh, novel perspective in a landscape of formal, scientific and sometimes-boring writing. When possible, we are imaginative, creative, and visionary.

Customer-centric

engaging, successful, ambitious, optimistic

Our materials engage the customer and underscore how we are helping them achieve success. We focus on helping them reach their ambitious goals. We are optimistic and emphasize outcomes and solutions.

Execution

- Focus on building a relationship with our customers and their experiences
- Use "we," "our," and "your;" avoid referring to Canon BioMedical as an entity
- Emphasize outcomes and solutions
- Maintain a casual, friendly tone; do not speak "at them"
- Choose crisp, yet familiar, language
- Edit your content to enhance clarity

"Quote text here, conreu nihit volorioned molor erat ipid minea tia cosed quis aut molor estio."

— *Firstname Lastname, Title, Company*

Text Style

These guidelines provide guidance and direction on how to communicate using the Canon BioMedical brand. Text style is an important element and will make Canon BioMedical literature useful and well-regarded with our customers. Everyone communicating with the outside world in written English is encouraged to follow these guidelines and provide feedback to the Marketing group.

English-language text used by Canon BioMedical in technical and marketing literature is written in US English that is suitable for an international audience. Use text that is concise, factual, professional, scientifically accurate, detailed, persuasive, and customer-oriented. Avoid flowery language and empty marketing speak.

Text alignment

Align text to the left margin. Left-aligned text has an even, consistent left margin with an irregular right margin. Left-aligned text is easier to read and is considered friendly and informal when compared to justified text (even, consistent left and right margins). Left-justified text is the most legible option for web pages and has more white space.

Align headlines to the left margin. Do not use justified or centered text unless a specific use case applies.

Additional resource — Web Style Guide on Legibility

Commas

Commas are used to minimize ambiguity and increase readability, especially for a non-native, English-speaking audience. Often the use of a comma in a particular situation is optional, but uniform use of commas throughout our literature increases style consistency.

Always use the serial comma (also known as the Harvard or Oxford comma) before the "and" in a series. This comma is sometimes necessary to avoid ambiguity, aid understanding, and is never wrong. Use the serial comma to consistently maintain Canon BioMedical style. The following is an example of serial comma usage:
The park contains trees, flowers, and a large stone memorial.

Bullet points

A "true" bullet point is a word or short set of words that is a part of a list that does not have any regard to order. Use bullets to emphasize and condense information — they are useful to grab attention and highlight important points. Generally, do not put a period at the end of a bullet as this breaks the flow for the reader. The first letter of each bullet point is capitalized. Keep bullet points parallel and use the same style of bullet for each bullet point in a series.

A colon is used to introduce a series of bullets. Make each bullet point sensible if reading from the introduction before the colon. The following is an example of the correct usage of bullets:

The magic mixer instrument provides:

• Increased throughput

• Sample batching

• Easy data management

Bullets used in technical literature

In marketing materials, always use short fragments of information for each bullet. In technical literature, a series of bullets can be used that disregard the normal rules for bullets. Bullets can be used to convey information in a non-paragraph manner with multiple complete sentences using typical grammar (period at the end of the sentences, sentence case). The following is an example of using bullets in technical literature:

Make sure to follow these precautions when working with the magic mixer:

• Do not operate the instrument while standing in water. Water makes the magic mixer run away.

• Keep all little bunnies away from the magic mixer; bunnies beat up on the magic mixer.

Hyphens and dashes

We often don't think about the difference between a hyphen, en dash, and em dash or their various uses. To be clear here are the terms and examples:

- hyphen -
- en dash – (alt +0150)
- em dash — (alt + 0151)

Resource – Hyphens, en dashes, and em dashes

Hyphens

A hyphen is normally used to create a compound adjective, meaning two words that come together to modify a noun. They function together as a single concept and work to remove ambiguity. An unclear compound adjective would be "small-state senator" — a small state senator is not the same as a small-state senator

Although a hyphen is not required unless some ambiguity might occur, Canon BioMedical style will use a hyphen for all compound adjectives. Do not use a hyphen for a short prefix, such as "preanalytical" or "reuse."

Remember: Do not use a hyphen with adverbs (normally words ending in -ly), such as "highly valued jewels."

Resources – How to use a hyphen and Adverbs ending in -ly

En dash

The en dash is partly a stylistic choice but is always used rather than a hyphen for a range of items. An example is "Our company doubled in size during the 2012–2015 timeframe."

Use the en dash in the following instances:

- As a minus sign: Store at –20ºC
- To indicate a range of numbers: store between 15–20ºC
- For scores: Dallas beat Chicago 28–52 in the final game of the season.
- To provide emphasis to text with a space on either side of the en dash: She wanted to know the world – immediately.

Resource – The Punctuation Guide, the en dash

Em dash

The use of an em dash is a stylistic choice. It is grammatically used as an informal version of a colon in a sentence. Use the em dash sparingly to provide emphasis in marketing materials; avoid use in technical materials. Place a space on either side of an em dash. *Resource – The Punctuation Guide, the em dash*

Terminology

In English, there is often more than one way to write words and phrases. To maintain consistency, the preferred way of writing in Canon BioMedical literature is maintained in the following information. If you identify a word or acronym that should be addressed that is not included in this list, please email Scott Miller at scomiller@canon-biomedical.com to have the word or phrase addressed.

The terms are listed alphabetically with explanations for some words following the table.

Correct term	Incorrect term
a.m.	AM
p.m.	PM
barcode	bar code
benchtop	bench top
blog	web log
canceled	cancelled
canceling	cancelling
cancelation	cancellation (*British English*)
clean up (*verb*)	
cleanup (*noun, adjective*)	
color	Colour (*British English*)
cytogenetic	cytogenic
downstream	down stream
email	e-mail

Correct term	Incorrect term
ensure (*"make sure" is preferred*)	insure (*does not mean to make sure*)
factor II	factor 2
factor V	factor 5
flavor	flavour (*British English*)
flowchart	flow chart
focusing	Focusing
focused	focussed (*British English*)
fulfill	fulfil (*British English*)
gray	grey (*British English*)
healthcare	health care
high-resolution melting (*HRM*)	high-resolution melt
high-resolution melting analysis (*HRM analysis*)	high-resolution melt analysis or HRMA
high throughput (*noun*)	

Correct term	Incorrect term
high-throughput *(adjective)*	
homepage	home page
in situ	in situ
in toto	in toto
in vitro	in vitro
in vivo	in vivo
internet	Internet
labeled	labelled *(British English)*
labeling	labelling *(British English)*
labor	labour *(British English)*
log in *(verb)*	
login *(noun)*	
log on to	log onto
microplate	micro plate
	microtiter plate *(microtiter is a registered trademark - never use it)*
multiplex	multi-plex
multisite	multi-site
nontoxic	non-toxic
offline	off-line
online	on-line
pipette	pipet
pipetted	pipeted
pipetting	pipeting
point-of-care *(POC)*	point of care
point-of-need *(PON)*	point of need
preanalytical	pre-analytical

Correct term	Incorrect term
precision medicine	personalized medicine
quantification	quantitation
quantify	quantitate
read length	read-length
ready-to-use *(adjective)*	
reuse	re-use
real-time polymerase chain reaction *(real-time PCR)*	RT-PCR
setup *(noun)*	
set up *(verb)*	
single use *(noun)*	
single-use *(adjective)*	
singleplex	single-plex
startup	start-up
thermocycler	thermal cycler
toward	towards *(British English)*
USA *(noun)*	U.S.A.
US *(adjective)*	U.S.
versus *(vs.)*	vs
walkaway	walk away
water	H2O or H_2O
waterbath	water bath
webinar	Webinar
webmaster	Webmaster or web master
webpage	Web page or web page
website	Website or web site
wild type *(noun)*	
wild-type *(adjective)*	wildtype *(one word)*

High-resolution melting

High-resolution melting (HRM) refers to the action of melting the DNA in the PCR thermocycler. HRM analysis occurs using software. In order to reduce confusion and maintain consistency when referring to the different aspects of the technology, only use HRM as an acronym for the PCR action and use HRM analysis for the analysis aspect of the technology.

Point-of-care

Point-of-care is specific to a test used in a treatment scenario to provide a fast answer that impacts a patient outcome. Point-of-need encompasses point-of-care devices, but also includes tests that are not used in treatment scenarios to provide a fast answer. An example of a point-of-need test that is not a point-of-care test is microbial monitoring in aquaculture hatcheries.

Precision medicine

Precision medicine is the preferred term over personalized medicine. Both terms are currently used in the market, but Canon BioMedical will only use precision medicine.

Pharmacogenetics

According to the definitions set by the International Conference on Harmonization Topic E15 guideline, pharmacogenomics is the study of variations in DNA and RNA characteristics as related to drug response. Pharmacogenetics is a subset of pharmacogenomics that studies variations in DNA sequence as related to drug response. Do not use an acronym, for example Pgx, for either term.

Thermocycler

Thermocycler is not grammatically correct, but when speaking our customers typically use thermocycler over thermal cycler.

Acronyms

Term	Acronym
high-resolution melting analysis	HRM analysis
high speed melting	HSM
high-performance liquid chromatography	HPLC
laboratory-developed test	LDT
molecular diagnostics	MDx
polymerase chain reaction	PCR
quantitative PCR	qPCR
research use only	RUO
reverse transcription polymerase chain reaction	RT-PCR
no-template control	NTC

Trademarks

Trademark disclaimer

The trademark disclaimer is included as defined in each type of literature. Trademarks are not listed individually; the following statement is included: "All referenced product names, and other marks, are trademarks of their respective owners."

The following terms are trademarked by Canon BioMedical:

• Novallele™

  Canon Legal will review materials and confirm that tags and terms that may be copyrighted by other entities.

  The current search is for the U.S. market. The following terms have been reviewed by Canon Legal:

• The New Variant in Genetic Research (Maria Benedis, 02/23/2016)

• Bringing the Human Genome into Focus (Maria Benedis, confirmed earlier search in 2015 on 02/23/2016)

"Quote text here, conreu nihit volorioned molor erat ipid minea tia cosed quis aut molor estio."

— Firstname Lastname, Title, Company

Design Elements

Color palette

The color palette is designed to provide a monochromatic presentation that supports Canon Red (R204 G00 B00) as a branding and hierarchy element. Infrared (R114 G13 B21) is used as a secondary accent when a second level of hierarchy is needed.

For more information on the color palette, refer "Color Palette" in the Canon See Impossible Guidelines.

CANON RED	INFRARED	WHITE	BLACK
PMS 186C	PMS 201C		
C00 M100 Y100 K05	C30 M100 Y100 K30	C00 M00 Y00 K00	C60 M40 Y40 K100
R204 G00 B00	R114 G13 B21	R255 G255 B255	R00 G00 B00
HEX #CC0000	HEX #8E191C	HEX #FFFFFF	HEX #000000

LIGHT GRAY 1	LIGHT GRAY 2	LIGHT GRAY 3	DARK GRAY 1	DARK GRAY 2	DARK GRAY 3
PMS 427C (30%)	PMS 427C (50%)	PMS 427C	PMS 433C	PMS 433C (90%)	PMS 433C (80%)
C00 M00 Y00 K4.4	C00 M00 Y00 K7.7	C00 M00 Y00 K11	C76 M63 Y55 K24	C68 M56 Y49 K22	C61 M50 Y44 K20
R232 G235 B237	R218 G221 B225	R197 G200 B205	R23 G23 B25	R33 G33 B36	R43 G43 B47
HEX #E8EBED	HEX #DADDE1	HEX #C5C8CD	HEX #171719	HEX #212124	HEX #2B2B2F

In Microsoft Office applications, the color palette is modified to provide emphasis for figures and graphs. The following colors are used in the templates:
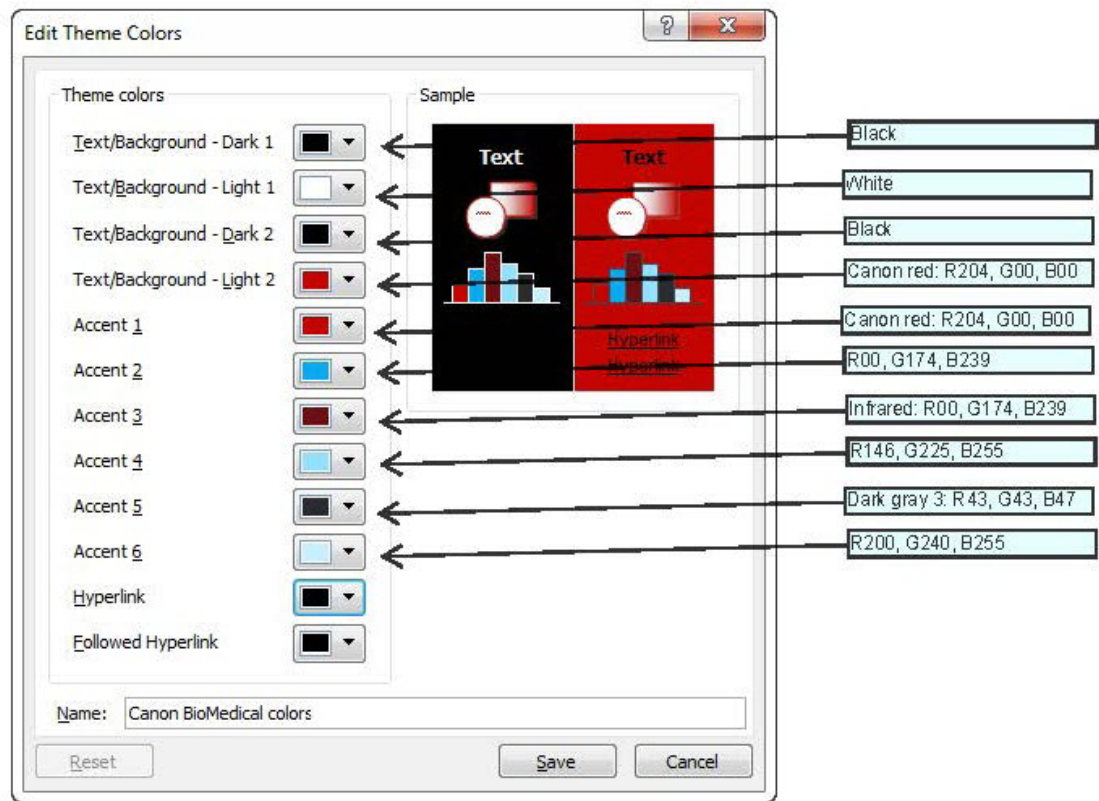
Typography

Optic Sans is the typeface and is a proprietary Canon font, specially designed for use in Canon communications. It is a clean, elegant, and modern typeface. Always use Optic Sans in all communications.

Do not use heavy text in headings as the difference in font size, font, and line spacing will provide sufficient emphasis for headings. Do not use the "bold" function to create heavy text; you must use the Optic Sans 301 Medium font to create heavy text in the Optic Sans font.

HEADINGS
Optic Sans 101 Light

BODY TEXT
Optic Sans 201 Book

HEAVY TEXT
Optic Sans 301 Medium

ITALIC TEXT
Use with the applicable "Italic" font for the respective type of font

Optic Sans 101 Light

Optic Sans 201 Book

Optic Sans 301 Medium

Do not use Optic Sans 401 or Optic Sans 501.

Alternative font

The Helvetica Neue family is allowed for machines or devices that do not allow for installation of the Optic Sans family or if the Optic Sans font is not available for some reason. Use the lightest weight available when using the Helvetica Neue family.
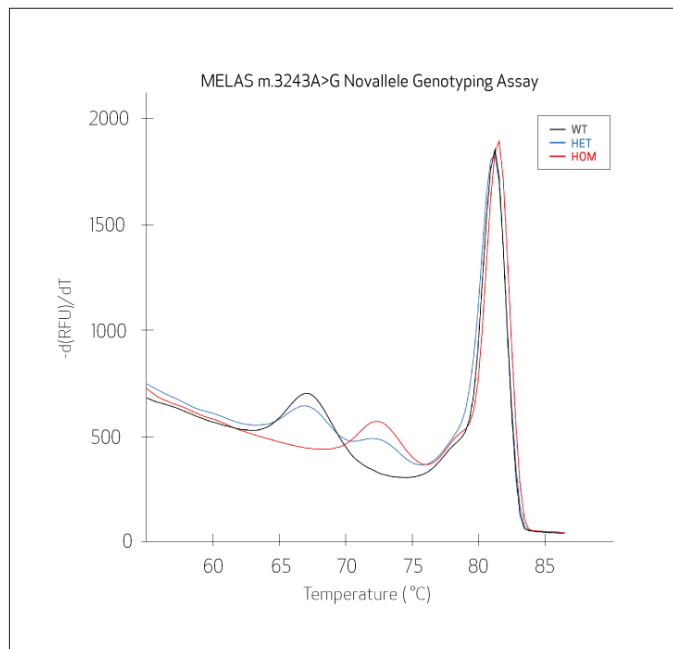
Helvetica Neue UltraLight
Helvetica Neue Thin
Helvetica Neue Light

Graphs

High-Resolution Melting Graphs

This section establishes High-Resolution Melting graphs' look and feel
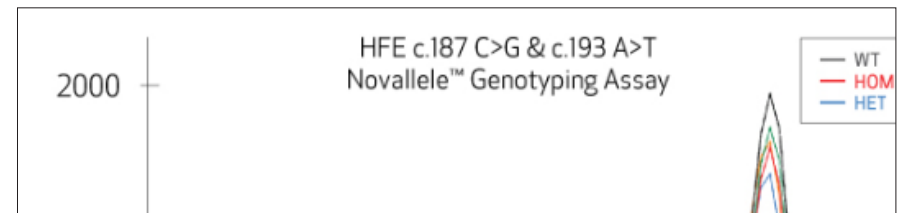

Title

- Optic Sans 101 Medium font
- Font size that is 28% larger than axes labels
- Keep title as a single line, if possible
- Do not include a trademark symbol

Locate horizontal, center-justified, and above the graph (meaning above the y-axis line)

NOT CORRECT:

CORRECT:

Y-axis label

- Optic Sans Light font
- Font size is the same size as the unit font size on scale
- Keep as a single line, if possible
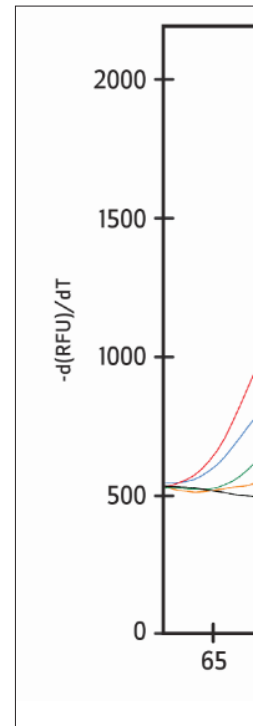- Locate vertical, middle

X-axis label

- Optic Sans Light font
- Font size is the same size as the unit font size on scale
- Keep as a single line, if possible
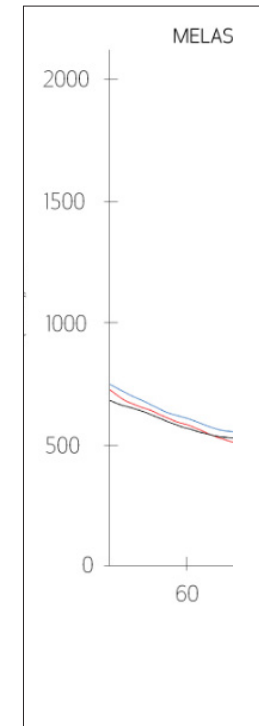- Locate horizontal, center

X & Y axes lines

Make the axes lines thinner than the lines in the graph. In the case of the melt curve, the melt curve lines need to be thicker than the axes lines.

NOT CORRECT:

CORRECT:

Units

- Space units equally
- Use major unit values only; do not include minor tick marks

Legend

- Optic Sans 101 Medium
- Font size is 28% smaller than the axes labels
- Surround with a box that is the same weight as the axis lines
- For melt curves with three lines, the legend is in the following order with the applicable colored line in the same weight as used on the graph lines:

  ——————— WT
  ——————— HET
  ——————— HOM

- Locate the legend in the white space in the upper right of the melt curves. If not enough space is available, locate the legend in the white space to the right of the melt curve. The legend's location is flexible depending upon the requirements.

EXAMPLES:
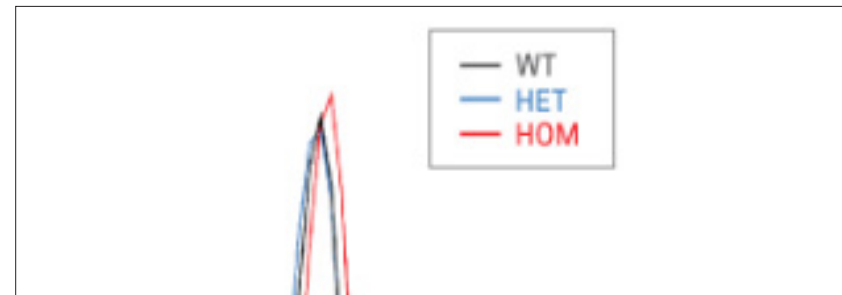
Website

The Canon BioMedical website can be found at www.canon-biomedical.com.
The website is managed using IBM Web Content Manager (WCM -
pronounced "wick-am"). Access must be granted in order to manage the
website. Use your Canon network login and password to access WCM.
To access WCM, use the following URLs:

QA authoring URL

https://contentqa.cusa.canon.com/online/myportal/vp7/Applications/Content/Authoring

QA website

http://b2bportalqa.cusa.canon.com/online/portal/vp7/bio/home

Production authoring

https://content.cusa.canon.com/online/myportal/vp7/Applications/Content/Authoring/

Production website

https://www.canon-biomedical.com/online/portal/vp7/bio/home

Text

The website uses the following sizes for text:

• Heading 1 = 32

• Heading 2 = 24

• Heading 3 = 18

• Body text = 16

The website uses the following sizes for spacing text:

• Heading 1 = 24 before; 6 after

• Heading 2 = 20 before; 6 after

• Heading 3 = 18 before; 6 after

• Body text = 6 before; 6 after

Writing for Regulated Environments

Creating marketing materials is challenging - conveying the value our products can provide to our customers in three snappy sentences can be really hard. Adding to this challenge, when operating in the life sciences, is the requirement to comply with all applicable regulatory statues and laws. By establishing parameters for the creation of marketing materials for each product classification, the task won't get any easier, but the parameters will hopefully make the process more straightforward.

Research use only products

A Research Use Only (RUO) product - an IVD product that is in the laboratory research phases of its development, not an approved in vitro diagnostic product, and not a life science product only for molecular biology applications.

You must:

• Include the correct disclaimer when talking about a product – "For Research Use Only. Not for use in diagnostic procedures."

Try to include this statement when possible. It does not need to be prominent, but it also should not be minimized, such as putting the disclaimer statement in an extremely small font.
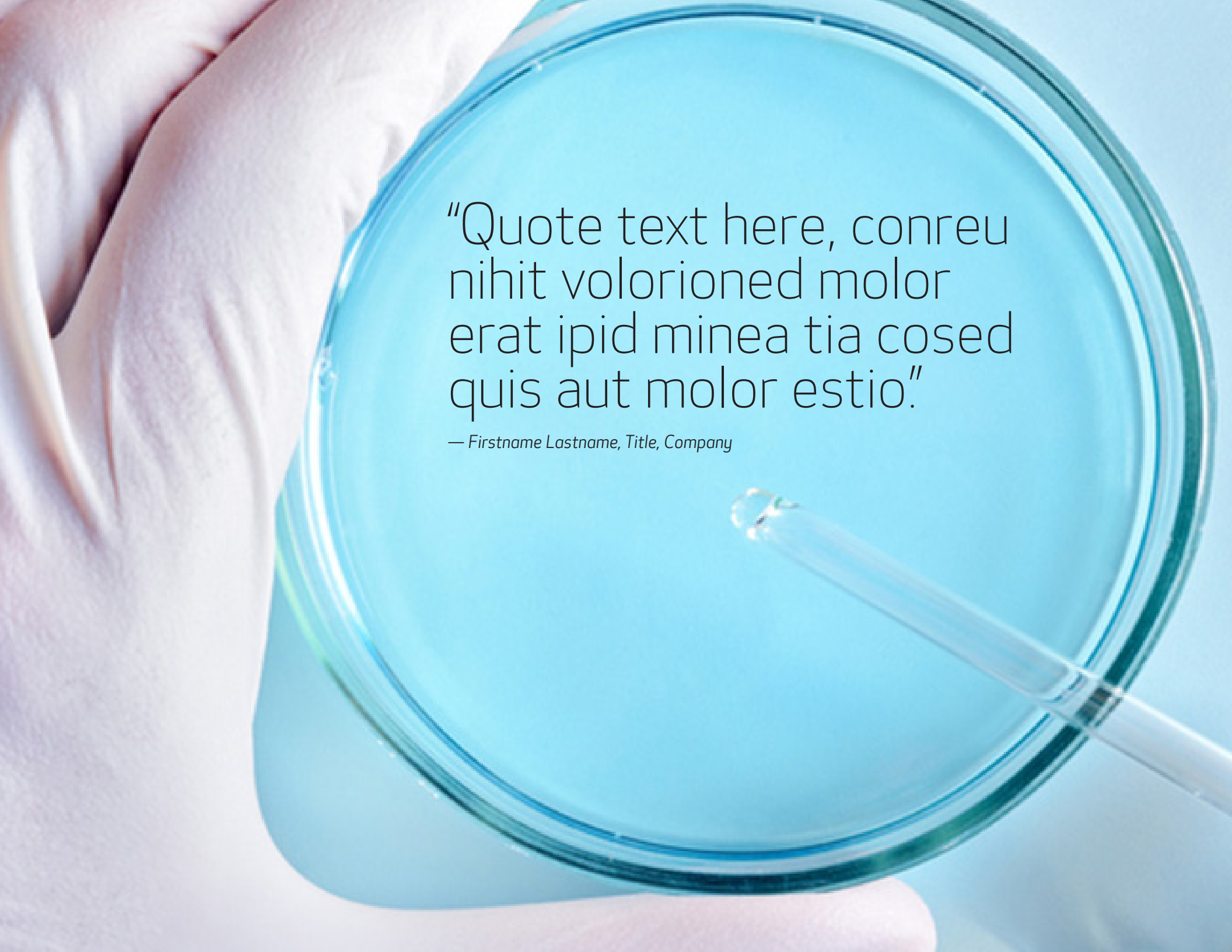
• Include the word "research" when discussing a field of study that may have clinical relevance. For example, "precision medicine" is a field of study with direct implications for patient outcomes; therefore, you must use "research" in order to frame the discussion. This guidance is applicable to the following currently used terms for fields of study: cardiology, infectious disease, inherited disease, immune disorders, neurology, oncology, pharmacogenetics.

Note: The fields of metabolism, development, and neuroscience do not necessarily require the "research use" context.

You must not:

• Use the following words - clinical, diagnosis, diagnostic, human samples, human specimens, medical, patient, treatment.

• Explicitly or implicitly claim the device can be used to guide or provide actionable insight for patient treatment (diagnostic use).

• Compare the performance of the product to the performance of other IVD products for commercial purposes.

"Quote text here, conreu nihit volorioned molor erat ipid minea tia cosed quis aut molor estio."

— *Firstname Lastname, Title, Company*

Communication Resources

The Marketing team at Canon BioMedical uses multiple outlets and resources to communicate with our customers. The following information provides assistance when working with each outlet and maintains information to make submissions easier. Each outlet is listed below and will link to a page providing specific information.

Canon USA has photo studio that is available for use by Canon use by internal business units as well as approved and sponsored external clients. The photo studio offers a more efficient and cost effective business process for photography and videography. The photo studio is located in the Lower Level of the Melville office and requires reservations within 24 hours of use.

More information is on the Canon Image U.S.A. Image Studio website.

Press releases

Press releases are created to communicate important activities such as product launches, new partnerships, or the achievement of important milestones. Canon BioMedical publishes press releases to canon-biomedical.com on the News page of the About Us page.

Style
Press releases are written using AP Style.

Review
During review, include the following roles with current individuals listed:

- CEO of Canon BioMedical – Akiko Tanaka
- Senior Vice President of Canon U.S. Life Sciences – Ivor Knight
- Senior Director of Canon BioMedical Commercial Operations – Dennis Synder
- Senior Director of Canon U.S.A. Accounting – Marie Abbondondolo
- Manager of Canon BioMedical Marketing – Brian McNally
- Director of Canon U.S.A. Public Relations – Melissa Moritz

Canon USA

The Corporate Communications team can assist with distributing press releases. The contact is Melissa Moritz, Public Relations Director, with Andrew Berger providing back up support. Supply a version of the press release in *.doc and *.pdf formats.

Each week, CUSA sends a weekly alert of all press releases to Canon, Inc.

GEN Magazine

Website
http://www.genengnews.com/

New Products description
http://www.genengnews.com/new-products

Send the new blurb to toliver@genengnews.com and copy Sande Giaccone at SGiaccone@genengnews.com.

Science Magazine

Science uses responsive design so that your banners appearing on the desktop will also be viewed in the framework of users' mobile devices. That means they need two sizes for every format in order to ensure a seamless delivery. HTML5 is preferred over Flash.

Website

http://www.sciencemag.org/sciencemag.org/

Contact
Laurie Faraday, East Coast Sales Manager
508-747-9395
eFax: 617-507-8189
Cell: 202-615-0063
lfaraday@aaaas.org

Here are the sizes:

- Leaderboards – 728x90 & 320x50 pixels
- Tower – 300x600 & 320x100 pixels
- Medium rectangle – 300x250 & 320x100 pixels
- Anchor – 1280 x 60 & 320 x 50 pixels

Product Classification

We classify or categorize products with the goal of making it easier for our customers to find the solution they desire. Maintaining consistent usage of product categories makes it easier for return customers to understand our products as well as navigate our website and other marketing materials. It is important to remember that the classification is based on our understanding of customer use. Creating a category that isn't clear to the customer is not conducive to the objective, even though it may be completely understood for our organization. As markets and customers change, the product classifications must adapt and change to reflect these changes. The information presented below is the current understanding for the product classifications that are used.

Research products

Our current research products are classified into the following categories:

- Cardiovascular
- Human development
- Immune disorders
- Infectious disease
- Inherited disease
- Metabolism
- Neuroscience
- Cancer
- Pharmacogenetics

If a product or marketing message does not lend itself to using one of these categories, you can use a different term on a case-by-case basis. However, try to stick to these categories whenever possible.

Products in development

Canon BioMedical is currently working to develop a rapid PCR instrument and the accompanying assays. When communicating this information to the public, refer to the instrument as "Canon's prototype genotyping platform." Do not use "Novallele" when referring to the instrument. As previous documents did include Novallele when referring to the instrument, make sure to update documents to harmonize the terms used for this instrument. Do not capitalize the words as this not an actual product name; it describes the product, but is not the product.

Canon BioMedical is also working on software to accompany the instrument. Refer to the instrument as "Canon's high-resolution melting analysis software" or "Canon's HRM analysis software." Do not capitalize the words as this not an actual product name; it describes the product, but is not the product.