

PRESS RELEASE

For Immediate Release

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ICCBBA to Honor Dr. Clive Hohberger

March 23, 2011, REDLANDS, CA — Dr. Clive Hohberger, Managing Director, Clive Hohberger LLC, will receive the ICCBBA One World Award honoring original research and innovative technical development for the advancement of global information standards in transfusion and transplantation medicine, at the International Alliance for Biological Standardization Symposium on Advances in Transfusion Safety, July 2011, in Singapore.

A leader in the automatic identification and data capture industry, Hohberger has played a leading role in developing global information standards for blood, tissue, cellular products and organ identification and tracking. Hohberger served as a member of the International Society of Blood Transfusion Working Party on Information Technology and was a key figure in the development of the ISBT 128 Standard. His work at Zebra Technologies prior to his retirement was instrumental in converting blood labeling to on-demand printing. His recent work involves developing an RFID solution for the complete transfusion medicine supply chain and confirming the safety of RFID labeled blood products. His work exemplifies his commitment to blood safety and efficiency.

ICCBBA's Executive Director Paul Ashford said, "It is with great pleasure we announce that Dr. Clive Hohberger is the recipient of the 2011-2012 One World Award. His numerous publications and patents demonstrate his original research and innovative technical development. Through his positions on ISBT and ISO Standards committees he has promoted the adoption of international information standards for transfusion and transplantation."

The One World Award and a financial honorarium will be bestowed by ICCBBA, formerly the International Council for Commonality in Blood Bank Automation. In further recognition of the honor, Dr. Hohberger will present an award lecture at a major scientific congress during 2012.

ICCBBA is headquartered in Redlands, CA, USA and can be found online at <http://www.iccbba.org>.

ICCBBA manages ISBT 128, the global standard for the coding and labeling of human blood cells and tissue.