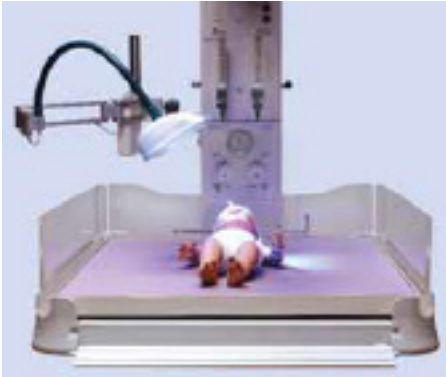


Natus neoBlue Mini

Natus Medical develops, manufactures and markets products for the detection, treatment, monitoring and tracking of common disorders in newborns and children.



When faced with the challenge of deploying highly specific and effective LED Phototherapy Lighting solutions into an impacted environment, they turned to GCX Corporation, the leader in medical instrument mounting solutions.

Natus® understood that conserving space, not intensity, was the key to a successful Phototherapy solution for their customers. Providing the ability to configure the neoBlue® for multiple patient settings was essential to the product's success. Natus approached GCX® with specifications, requiring a solution that allowed the product to seamlessly interact with the hospital environment in areas where space was at a premium. The neoBlue Mini had to be lightweight, easily mount to radiant warmers or incubators and have the ability to mount to existing roll stands for use with bassinets.

GCX provides off-the-shelf products and expertly engineered and customized products. Without knowing the exact role the company would eventually fill, Clint Thompson of GCX ensured that Natus received absolute support in their quest for their new

product. "We offered conceptual support early on in the project and explored several ways of integrating the device in a high acuity area," said Thompson.

Working with GCX has proven successful for Natus on several fronts. First, Natus was able to bring a concept to production with minimal upfront costs using completely customized parts designed in partnership with GCX. Secondly, prototyping, documentation, review and a pre-production build of 50 units helped Natus achieve internal production and delivery goals. After the release to market, GCX has proactively suggested, proved and then implemented design changes that reduced costs and improved the product's performance.



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— Clint Thompson
GCX Mounting Solutions

