

Client: Luminetx
Services: National Product Launch, National Media

Luminetx Corporation discovers, develops and commercializes bioscience technologies. Its premier product, VeinViewer, is now available and in use across the country. VeinViewer uses near infra-red light and propriety technology to project a real-time roadmap of veins on skin.

A vigorous pro-action media relations campaign resulted in news broadcasts by local, network-affiliated stations, including some in major markets, to 2 million viewers in four dozen cities in 20 days.

In addition, financial news about the company went out to all major newswires, major newspapers and 750,000 financial service industry desktop units. Dow Jones and other influential media picked up the story as well.

The coverage created so much anticipation that hospital CEOs were calling to order VeinViewers before manufacturing had started and before pricing decisions had been made.