UBM Canon's Virtual Event Dedicated to Developments in Materials for Medical Applications

Bio-Medicine.Org

CHICAGO, June 29, 2011 /PRNewswire/ -- UBM Canon's publishing group's leading brands *European Medical Device Technology* (***EMDT***), *Medical Device and Diagnostic Industry* (***MD+DI***) and **Qmed®** presented " Developments in Materials for Medical Applications [1]" on May 24, 2011. Devoted to developments in materials for medical applications, the virtual conference and trade show offered the opportunity to learn from and interact directly with industry experts, thought-leaders, and technology providers. The event was presented in UBM Studios [2]' virtual seminar center. UBM Studios [2] leads the industry in world-class user engagement for virtual environments, social networking and gaming.

The virtual event [3] drew 877 registrants and 446 live attendees and the average time spent in the show per attendee was three hours and 42 minutes.

The Developments in Materials for Medical Applications event featured a line-up of sessions focused on developments in materials for medical applications. Topics covered included:

- How Materials Enable Current & Emerging Innovations
- Developments in Orthopaedic Materials
- Materials Selection for Implantable Devices
- Medical Device Coatings

In addition, Dr. Xiang Zhang, Principal Consultant and Head of the Division of Medical Materials and Devices at CERAM presented the keynote address on how today's leading materials research will inform tomorrow's advances in medical technology.

"We successfully brought together materials experts and suppliers to provide our audience with a content-packed day o
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