**Farm Design, Inc.’s Client, ConMed Corporation, Launches Hall 50™**  **Powered Instruments System in Conjunction with American Academy of Orthopaedic Surgeons Annual Meeting**

Hollis, NH -- 03/24/14 -- CONMED Corporation, a medical technology company specializing in medical devices for orthopedic and general surgery markets, recently announced the launch of the Hall 50™ Powered Instruments System during the American Academy of Orthopaedic Surgeons Annual Meeting which took place March 11-15, 2014.

Farm collaborated with CONMED to create the Hall 50™ System, a new generation of UL approved autoclavable lithium battery-powered handpieces used by surgeons during large and small bone orthopaedic, trauma, sports medicine, spine, and cardio-thoracic procedures.

“This system is the culmination of 50 years of dependable power and engineering expertise that combines dramatic improvements in ergonomics with precise performance, a standardized modular architecture, reliable, state-of-the-art battery power and convenient sterilization - all in a solution that delivers unmatched value for hospitals, surgeons and operating room staff,” according to Danielle Whitlock, Senior Product Manager.

Farm’s user-focused design effort was guided by voice-of-the-customer (VOC) research gathered by CONMED over the course of a year. Several ergonomic concepts were developed and tested with multiple surgeons, in multiple specialties, with multiple glove sizes to find the optimized shape that would maximize comfort and control. Farm also assisted CONMED in creating a design aesthetic that would express the legacy attributes of the existing powered instrument portfolio and guide the development of future products.

The result is a single, universal handpiece platform that delivers big cost savings in both the short and long term with less up-front spending, less equipment to maintain and repair, and less training required for less equipment. In addition, the platform maximizes surgeon comfort, allowing the lightweight handpieces to fit comfortably in surgeons’ hands while minimizing fatigue during lengthy usage.

The Hall 50™ Handpieces are engineered to provide superior functionality incorporating more operator control of speed and torque levels, intuitive mode selection, quick-connecting attachments, and reduced vibration and noise.

**About ConMed**

CONMED is a medical technology company with an emphasis on surgical devices and equipment for minimally invasive procedures. The Company's products are used by surgeons and physicians in a variety of specialties including orthopedics, general surgery, gynecology, neurosurgery and gastroenterology. Headquartered in Utica, New York, the Company's 3,600 employees distribute its products worldwide from several manufacturing locations. CONMED has a direct selling presence in 16 countries outside the United States and international sales constitute approximately 50% of the Company's total sales.

**About Farm Design, Inc.**

Farm is a full-service, ISO 13485-certified and FDA-compliant product development company with over 40 years of experience providing complete development services for medical, life sciences, and consumer health companies. Farm helps clients create advancements in new and existing technologies that yield new, patentable, marketable, and more profitable products, while protecting those ideas from the competition. Farm has design, development, assembly, and test facilities located in Hollis NH. Our Cleveland office is located in the Global Cardiovascular Innovation Center (GCIC), a business incubator led by Cleveland Clinic. Visit us at [www.farmpd.com](http://www.farmpd.com).

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