



## **Portal Instruments Wins SXSW Interactive Innovation Award in the Health, Med & Biotech Category**

**March 17, 2017, AUSTIN, Texas**—Portal Instruments, a clinical stage medical device start-up company based in Cambridge, MA received the SXSW Interactive Innovation Award in the Health, Med & Biotech category at the 20<sup>th</sup> annual South by Southwest (SXSW) Interactive Innovations Awards ceremony. The award was in recognition of Portal Instruments’ ground-breaking work in the development of an innovative, needle-free drug delivery platform to transform the administration of high viscosity biologics and enhance the patient experience for chronic disease management. Known for celebrating the most inspiring, creative advancements of the year, the SXSW Interactive Innovation Award recognized Portal’s needle-free drug delivery platform as “the new technology that best improves the quality, efficacy, and cost-effectiveness of prevention, diagnosis, treatment and care in health and medicine.”

Emceed by “Sleepy Hollow” actresses [Janina Gavankar](#) and [Lyndie Greenwood](#), the Awards Ceremony honored 13 of the best and latest advancements across categories including Health Med & Biotech, Innovation in Connecting People, Innovative 3-DIY, Music & Audio Innovation, New Economy, Privacy & Security, Responsive Design, SciFi No Longer, Smart Cities, Student Innovation, Visual Media Experience, VR & AR and Wearable Tech. Six additional honors were awarded at the Ceremony, including: David Carr Prize, Best of Show, People’s Choice, Breakout Trend of the Event, Speaker of the Event and Meme of the Year.

“We are delighted to receive this prestigious Interactive Innovation Award from the SXSW community, further validating our break-through technology and mission to make needles and syringes a thing of the past and to empower patients with a transformed therapy experience.” said Patrick Anquetil, CEO of Portal Instruments. “

The Portal drug delivery technology is needle-free, fast and computer-controlled. It automatically adjusts the injection velocity up to one thousand times in the half-second it takes to completely deliver a 1 ml dose. The result is the precise administration of high viscosity biologic drugs through the skin, via an extremely collimated jet, the size of a strand of hair. HIPPA-compliant, automatic collection and transfer of injection and health data sets a new standard of engagement between the care team and the patient. With a clear view of patient behavior, protocols can be better managed, research is better informed and compliance is improved.

“The Interactive community extends our sincere congratulations to this year’s winners for this esteemed industry accolade and well-deserved recognition,” said Mason Stewart, SXSW Interactive Innovation Awards Coordinator. “Over the next few years, we look forward to seeing many more outstanding achievements from the winners of the 2017 SXSW Interactive Innovation Awards.”

For a complete list of SXSW Interactive Innovation Award finalists and winners, visit the following: <https://www.sxsw.com/apply-to-participate/interactive-innovation-awards/>.

### **About Portal Instruments**

Portal Instruments is a Series B funded medical device company focused on advanced drug delivery and backed by strategic and venture investors. Portal Instruments is developing and commercializing a highly innovative needle-free drug delivery platform technology to transform the administration of medicines and improve the patient experience for chronic diseases. Portal’s needle-free delivery technology is derived from research at MIT and enables the administration of high viscosity biologic drugs with less discomfort and without the anxiety of handling needles. Real time tracking and reporting sets a new standard for interactivity between the patient and care teams, monitoring adherence and potentially improving patient outcomes. For more information, please visit: [www.portalinstruments.com](http://www.portalinstruments.com) or follow @portalcambridge on Twitter.

## **About SXSW Interactive**

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. The event, an essential destination for global professionals, features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2017 will take place March 10-19, 2017.

SXSW 2017 is sponsored by Esurance, Mazda, Monster Energy, Bud Light, Capital One, McDonald's, The Austin Chronicle, Sonicbids and Pandora.

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