With their innovative, joint project “ibidi–Analysis of Living Cells”, ibidi GmbH became a top finalist in the German, nation-wide competition, “Deutschland: Land der Ideen 2016 (Germany, Land of Ideas 2016)”. This year’s contest goal was to find and reward companies and organizations that create value by working with others, and ibidi teamed up with various partners to expand their knowledge of live cell imaging techniques.

In 2015, ibidi developed the µ-Slide CorrSight™ Live, the product that earned the award, which correlates the molecular specificity of light microscopy with the high structural resolution of electron microscopy. This finally makes it possible to accurately visualize cell and tissue structures with both techniques. “For the development of this type of product, the intensive collaboration of specialists from various disciplines is necessary,” explains Dr. Roman Zantl, Head of Research & Development at ibidi. “We are pleased that one of ibidi’s many collaborations, and our commitment to our customers in medicine and biotechnology, has been acknowledged.” ibidi was rewarded with a spot in the top 100 (from all contest categories) out of around 1000 applicants, and will now compete for one of six, final awards—one outstanding project from each category—in November.

Big Opportunities for Award Recipients

The “Deutschland: Land der Ideen 2016” competition celebration kicked-off on June 7, in Berlin, with an extensive networking event where all awardees could meet, network, and swap ideas. In addition, each top 100-winner will celebrate with an individual award ceremony, and will receive an official document signed by the German Federal President. ibidi is set to receive this document on October 6 in Munich. The announcement of the final, six national winners take place in Frankfurt/Main in November.

Engaged Partners: “Deutschland: Land der Ideen” and the Deutsche Bank

“Deutschland: Land der Ideen” is a collective initiative involving the German Federal Government and the German economy, represented by the BDI (Bundesverband der Deutschen Industrie). The Deutsche Bank has been a national sponsor since 2006. The goal of this partnership is to make German innovations more visible nationally and abroad, and to also strengthen the economic potential and the sustainability of various locations within the country.