

# Hydrix and Memphasys' device for separating high-quality sperm from semen for IVF gets award

Tharun George 09/09/20

The companies have been recognised for design and engineering excellence at the Good Design Awards.



The Felix device consists of a console and single-use cartridges

[Hydrix Ltd \(ASX:HYD\)](#) and bio-separations company Memphasys Ltd (ASX:MEM) have jointly received two 2020 Good Design Awards for the Felix device, used for quickly separating high-quality sperm from semen sample for use in human IVF (In vitro fertilisation) procedures.

The Felix device has received a Gold Good Design Award for engineering design and a Good Design Award for product design in the medical and scientific category.

Australia's annual Good Design Awards program is one of the oldest and most prestigious international design awards in the world, promoting excellence in design and innovation since 1958.

## *Transforming disruptive medical ideas into products*

Hydrix executive chairman Gavin Coote said: "These Good Design awards demonstrate the powerful product innovation capability that Hydrix uses to help clients transform disruptive medical ideas into commercial products."

"We are thrilled to apply our innovation, creativity, and product engineering excellence to help Memphasys become a great Australian technology company success story."

### *Felix device*

The Felix device consists of a console and single-use cartridges containing the cell-separation technology.

Hydrix's role in the project was to translate Memphasys's core technology into a usable, commercial product, applying its user experience (UX), industrial design and engineering skills.

<http://www.proactiveinvestors.com.au/companies/news/928649/hydrix-and-memphasys--device-for-separating-high-quality-sperm-from-semen-for-ivf-gets-award-928649.html>