

PRESS RELEASE

Defibrillator MEDUCORE Easy

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Weinmann's award-winning AED MEDUCORE Easy now with new RESCUE PACK

Fulda – A new emergency backpack with an AED window is now available for the portable defibrillator MEDUCORE Easy from its Hamburg-based producer Weinmann. Now the device can be stored and carried with the standard emergency equipment in the RESCUE-PACK. It can be conveniently transported and quickly and easily removed from behind the transparent flap.

MEDUCORE Easy is intended for use in cases of sudden cardiac arrest and is marketed by Weinmann worldwide. The device is an AED – Automated External Defibrillator – which can also be used by laypersons on non-responsive persons who are not breathing normally.

More than 400,000 patients in Europe could survive

Every year approximately 700,000 people in Europe succumb to sudden cardiac death. A frequent cause is ventricular fibrillation. With the help of a dosed electric shock, fatal fibrillation can be interrupted. Without defibrillation, the chances of survival decrease by about 10% for every elapsed minute. In other words, after 10 minutes without treatment, the patient generally has no chance of surviving. Current studies show that about 60% of persons so affected could survive if they were defibrillated within the first three to five minutes after the onset of fibrillation. While in use, MEDUCORE Easy speaks to the helper and guides him/her step-by-step through the resuscitation process. Incorrect use of the device is ruled out by the spoken instructions and the automatic ECG analysis which runs in the background and decides whether a shock should be administered.

Multiple awards received

MEDUCORE Easy was recognized for outstanding innovative performance in 2004 by the Bavarian Innovation Prize competition. In the same year the magazine *Biomedizinische Technik* tested AEDs for reliability. MEDUCORE Easy (which at the time was called CARDIOMAT Easy) got high marks.

"CARDIOMAT Easy from Weinmann . . . offers the best combination of sensitivity and specificity (each at about 97%). In specificity it is the best AED in this test. The high degree of safety and reliability recommends it, particularly for use by laypeople."¹

(2171 characters)

¹ Comparative Reliability Analysis of Automated External Defibrillators; *Biomedizinische Technik*, Vol. 49, Issue 6/2004, 153ff.

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Background: Weinmann

Weinmann Geräte für Medizin GmbH + Co. KG concentrates on its product lines Homecare, Emergency and Diagnostics. In these areas the Hamburg-based family business offers diagnostic, therapeutic and also life-saving devices and system solutions of the highest quality. Today it is in the hands of the Griefahn and Feldhahn families and its headquarters have been located in Hamburg-Stellingen since 1977.

Today the company has about 500 employees. With more than 100 patent families and 90 trademarks, Weinmann is among the leading providers of medical devices for home care, diagnostics and emergency medicine in Germany. Sales in 2006 were 63.2 million Euros. Weinmann's Production, Logistics and Service Center was established in Henstedt-Ulzburg close to Hamburg in 2006. Weinmann does business in more than 50 countries and operates branch offices in France, Switzerland, Thailand, China, Australia, New Zealand and Venezuela.

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