



HeartSine®

Inventor. Innovator. Lifesaver.

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Lifesaving, **Pure and Simple**

The best things in life are often simple. That's true for the best lifesaving technology as well. The simple truth is that Sudden Cardiac Arrest (SCA) strikes from 400,000 to 460,000 people a year in North America with no warning and no pattern. There's little time to react and even less time to think. So your Automated External Defibrillator (AED) solution must be close at hand, reliable and effective even when used by someone with little or no training.

In fact, that was the motivation when our own Professor John Anderson, today the Chief Technology Officer for HeartSine,[®] developed the very first AED mobile coronary care unit in 1966 at the Royal Victoria Hospital. From those beginnings, after decades of award-winning design, patented innovation and technology breakthroughs, HeartSine AED tools put the power to save a life – right in your hands.



Count On Us

Because Every Second Counts

SCA claims from 400,000 to 460,000 lives in North America — annually! That's about the number of breast cancer, lung cancer, AIDS and stroke deaths combined.

It occurs abruptly and without warning, with 84 percent of SCA events occurring outside of the healthcare setting.

Sudden Cardiac Arrest is indiscriminate as to age, race or gender.

AEDs Save Precious Minutes

Typical response time with an AED on the premises can make the difference between life and death.



Determine emergency



AED is located and brought to victim



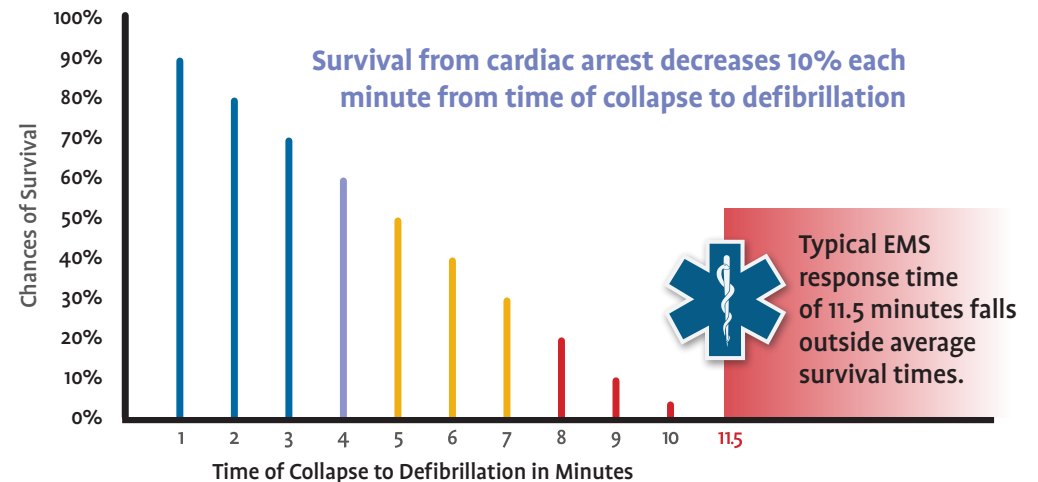
Shock is delivered

An estimated 14,000 children and infants die annually from SCA.

AEDs can increase the survival rate for SCA up to 90 percent by delivering a life-saving shock within the first few minutes of an attack. However, they are still not widely available.

Response Time Affects Survivability

We all know that time is critical in the event of Sudden Cardiac Arrest. But SCA timetables may require us to take action on our own, rather than rely on others. An American Heart Association study showed that for every minute defibrillation is delayed, the victim's chance of survival decreases by seven to ten percent. After 10 minutes, typical SCA survival rates drop to zero. With ambulance response rates typically beyond the 10-minute target at 11.5 minutes, the most likely lifesaving scenario remains in our own hands.



Inventor

HeartSine® is the pioneer of easy-to-use, affordable AEDs for the workplace and public access markets. In fact, every AED in use today can trace its roots to technology envisioned and developed initially by HeartSine technologists in an uninterrupted march toward better and miniaturized defibrillators. It's a record of innovation unmatched in our industry:

- ▶ **Cardiac defibrillation, pacing and cardioversion**
- ▶ **SCOPE™ Biphasic waveform technology**
- ▶ **Arrhythmia detection**
- ▶ **Diagnostic algorithms**
- ▶ **Innovative sensor technology**
- ▶ **Defibrillator electrode technologies**

Certainly we take pride as the only manufacturer of automated external defibrillators whose roots date back to the development of the world's first truly portable, battery operated defibrillator. **But we didn't stop there.**



Professor John Anderson,
A Founder and Chief
Technical Officer

Lifesaving Legacy

Contributions to SCA intervention technology have been both extensive and consistent.

World's first truly portable, battery operated defibrillator, developed by Professor John Anderson

World's first portable defibrillator deployed in an ambulance

World's first patent for automatic recognition of ventricular fibrillation

World's first flat screen display and read out

World's first audio and visual prompt interaction

World's lightest and most durable automated external defibrillator on the market, at less than 2.5 pounds

Innovator

If you're first at the scene, don't you want the AED in your hands that's known for being first in innovation and technology? In fact, innovation is at the heart of every HeartSine product. Being the leader in AED technology allows HeartSine to offer the best of all worlds in the performance, durability and cost of ownership of AEDs. HeartSine's samaritan® PAD 300P is recognized in thousands of installations around the world for its breakthrough performance. No other public access defibrillator (PAD) on the market provides all seven components of the complete solution.



1 Technology Advantage

samaritan PAD utilizes proprietary electrode technology, advanced and stable firmware, and proprietary SCOPE™ Biphasic technology (an escalating and low-energy waveform that automatically adjusts for patient impedance differences) to assess rhythm and recommend defibrillation if necessary.

2 Most Portable

HeartSine offers the smallest and lightest AED on the market, so it's the most convenient unit to use and store.

3 Most Durable

samaritan PAD offers the highest durability rating of any AED (including an Ingress Protection [IP] rating of IP56 and US military one-meter drop test).



Advanced technology balanced against the demands of real world use. At HeartSine, our innovation changes lives. **And saves lives.**



The HeartSine PAD's built-in intelligence and unique pediatric Pad-Pak ensure the appropriate energy level is delivered for children.

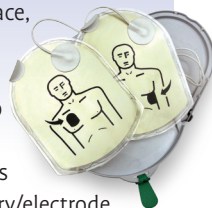


4 Most Reliable

The HeartSine AED's 10-year warranty is the longest warranty in the industry. That includes the samaritan PAD's advanced system self-diagnostic protocols. Even HeartSine's one-click Pad-Pak™—with integrated battery and electrode in a single cartridge—comes with the industry's longest warranty.

5 Lowest Maintenance Costs

Unlike competitive products that require separate consumable expiration dates for customers to track and replace, samaritan® PAD 300P is simpler and less costly to maintain thanks in large part to its single-unit battery/electrode replacement cartridge.



6 Lowest Cost of Ownership

Lowest labor cost, lowest maintenance cost, field upgradable and low acquisition cost.

7 Easiest to Use

Designed for use by rescuers of all skill levels, samaritan PAD is a completely self-contained unit with no lid to open, complex displays or controls. Our simple two-button operation and voice/visual prompts with clear instructions guide the user through every step, including pad application, shock delivery and CPR.



Lifesaver

AEDs are an essential link in the chain of survival for sudden cardiac arrest victims. Selecting the right AED is the first step. Medical oversight, effective training and proper management of an AED program completes the lifesaving process.

HeartSine offers a variety of training and support services across a range of validated and notable brands. This breadth of solutions includes on-line, on-site or blended training programs which are managed through a single point of contact. This enables HeartSine to customize the service to ensure your learners receive the best training to meet their needs.

Most organizations do not have the resources available or trained staff to properly administer an effective early defibrillation program. HeartSine's solution provides a customized, validated AED program with seamless geographic coverage that minimizes customer administrative time and optimizes organizational readiness.

Leading hotels, retailers, manufacturers, airlines and government agencies have partnered with HeartSine to implement cost-effective and comprehensive AED programs across their organizations.



Lifesaving, Pure and Simple

Key Elements of The HeartSine Solution

Solution Planning

- ▶ Understand laws and regulations of AED ownership and use
- ▶ Arrange for Medical Direction, a key element of our services in support of an AED program
- ▶ AED inspections and tracking, site surveys/AED placement, and SCA response drills
- ▶ Web-based tracking of installation, training, maintenance and events
- ▶ Identify site coordinators/key staff/volunteers, training needs

Solution Design

- ▶ Design policies and procedures, including comprehensive indemnification
- ▶ Customize the look and feel of services; automate email reminders for AED accessories – batteries and electrodes and training expirations; receive AED inspection and event tracking
- ▶ Coordinate with local EMS; register devices with state/local agencies

Solution Implementation

- ▶ Certify volunteer responders in CPR/AED
- ▶ Deploy AEDs and accessories
- ▶ Log and track AED serial numbers and expiration dates of batteries and electrodes
- ▶ Promote the AED program

Solution Administration

- ▶ Track AED training and defibrillators
- ▶ Track expiration date of replacement accessories
- ▶ Perform monthly maintenance checks and document these checks
- ▶ Track and record the certifications of trained responders
- ▶ Perform or coordinate AED software upgrades and reconfigurations as needed
- ▶ Event review and AED re-sets after an SCA event

