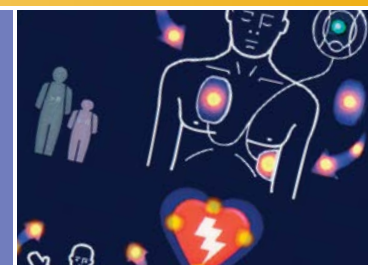




**Inventor. Innovator. Lifesaver.**





# 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 more than 7 million people a year worldwide 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, one of the founders of HeartSine,<sup>®</sup> 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 more than 7 million lives worldwide — annually! That's more than the number of breast cancer, lung cancer, and AIDS/HIV 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.



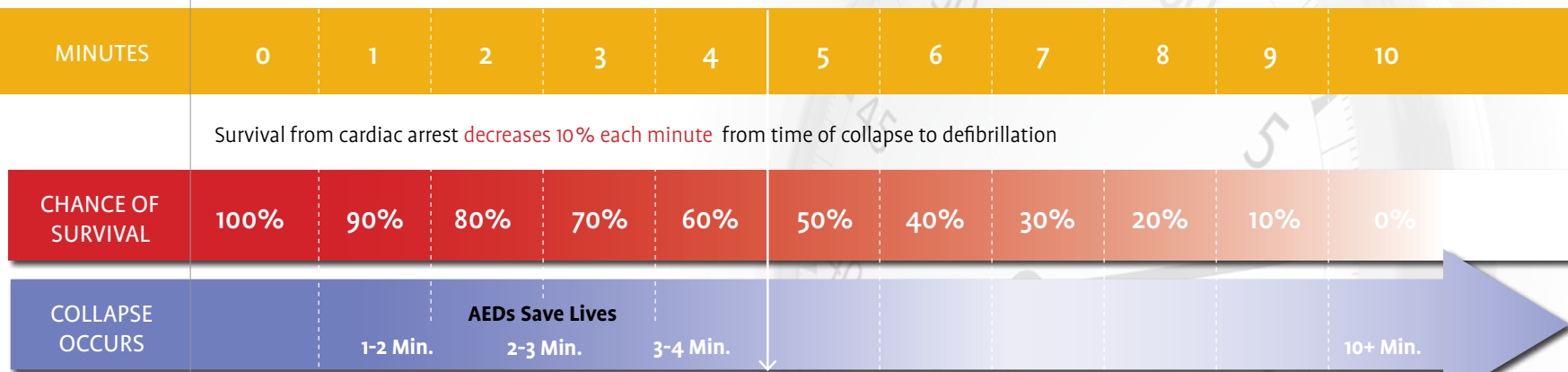
## Response Time Affects Survivability

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 emergency response rates typically beyond the 10-minute target, the most likely lifesaving scenario remains in our own hands.

AEDs can increase the survival rate for SCA up to 75 percent by delivering a life-saving shock within the first few minutes of an attack. However, they are still not widely available.

## A Race Against Time

AEDs Save Precious Minutes



Determine emergency

AED located and brought to victim

Shock is delivered

Emergency services arrive



AEDs can make the difference as emergency services typically arrive outside average survival time



## Lifesaving, **Pure and Simple**

### **Tell Us!**

The success of an AED can be measured by the information recorded and stored in its memory after the AED has been used. HeartSine stores comprehensive event data about each event in a file, called Saver EVO, that is used by HeartSine technologists to continually improve its lifesaving products. This same data can be provided to a survivor's physician to facilitate and even enhance patient care.

This is where HeartSine customers come in. The Saver EVO data can be used to improve the samaritan PAD, and thus survivability, only if provided to HeartSine. So that's why HeartSine strongly encourages return of this potentially lifesaving information. Any time a HeartSine AED is used, customers should simply tell us at [www.heartsine.com/defib](http://www.heartsine.com/defib).



[www.heartsine.com](http://www.heartsine.com)

A man wearing a white hard hat and safety glasses, with his arms crossed, is the background image for the left side of the page. The image is tinted with a blue overlay.

# Lifesaver

AEDs are an essential link in the chain of survival for sudden cardiac arrest victims. And since most sudden cardiac arrests occur outside of healthcare facilities, the public access defibrillator is an important tool for survival.

With public access defibrillators, the opportunity to save a life often is placed in the hands of an untrained layperson. That's why HeartSine AED solutions have been designed specifically for rescuers of all skill levels. Virtually anyone can confidently use a HeartSine AED to save a life.

Sudden cardiac arrests aren't limited to adults. Because a surprising number of children fall victim to SCA each year, public access defibrillators must protect children as well as adults. With built-in intelligence and a unique pediatric Pad-Pak, HeartSine PADs ensure the appropriate energy level is delivered for children too.

# 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.

Our record of technological innovations like these is unmatched in our industry:

- ▶ **Portable cardiac defibrillation**
- ▶ **Arrhythmia detection**
- ▶ **SCOPE™ Biphasic waveform technology**
- ▶ **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,**  
HeartSine Co-Founder and  
AED Innovator

## Lifesaving Legacy

Contributions to SCA intervention technology have been both extensive and consistent. Our history includes a long list of AED innovations:

- ▶ **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, you want an 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 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 U.S. 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.*

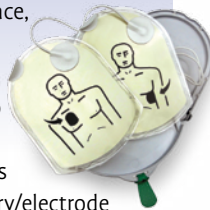


#### 4 Most Reliable

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® PADs are 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, the samaritan PAD is a completely self-contained unit with no lid to open, and no 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.



[www.heartsine.com](http://www.heartsine.com)

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