

Defibtech Lifeline View™ AED Wins Medical Design Excellence Award

Guilford, Conn. – May 1, 2011 – Defibtech announced today that the Lifeline View™ AED earned the 2011 Medical Design Excellence Award (MDEA) from Medical Device & Diagnostic Industry magazine, the leading publication of the medical design industry. This latest award is one of many accolades Defibtech has earned over the past several years for the quality and design of its AEDs.

Open to companies worldwide, the MDEA competition is the only awards program that exclusively recognizes contributions and advances in the design of medical products. In 2005 Defibtech was awarded a gold Medical Design Excellence Award for another one of its products – the Lifeline AED.

The Lifeline View AED is the only external defibrillator that integrates video, voice, pictures and text to help save the life of a sudden cardiac arrest victim in real time. During an emergency, the View guides a rescuer through each step of CPR and defibrillation like no other AED on the market, literally showing and telling a rescuer exactly what to do to save a life. For example, when the View's voice prompt says, "Place pads on patient's chest," the video shows the rescuer exactly where to place the pads.

"The MDEA award recognizes our latest innovation – the Lifeline View," said Defibtech CEO Dr. Glenn W. Laub. "This AED makes it even easier to save the life of a sudden cardiac arrest victim, even for someone who has not received AED or CPR training but who needs to help a sudden cardiac arrest victim in a public area or workplace."



About Defibtech

Defibtech relentlessly pursues one goal: making the best AEDs in the world at affordable prices. Defibtech designs and manufactures defibrillators, which include the Lifeline™ and Reviver™ families of AEDs. Defibtech's products are sold through its network of distribution partners in the United States and around the world. Defibtech is headquartered in Guilford, Conn. All Defibtech AEDs are manufactured in the United States in state-of-the-art ISO 13485:2003 certified facilities. For more information about Defibtech and its products, visit www.defibtech.com and www.defibview.com or call 1-866-DEFIB-4-U (1-866-333-4248).

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