



‘Revolutionary’ New AED Debuts at Show

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Throughout its history, NSC’s annual Congress & Expo has served as the launching pad for new products and services, and this year’s edition here in Orlando is upholding that tradition. Yesterday, as part of the first full day of the event, Defibtech and Cintas Corp. introduced the new ReviveR™ View automated external defibrillator (AED). Designed and manufactured by Defibtech, headquartered in Guilford, Conn., the ReviveR View will be sold and distributed exclusively through Cincinnati-based Cintas.

Featuring a full-color LCD display, the ReviveR View is the first and only AED on the market to use digital video to show how to save a life of a sudden cardiac arrest victim in real-time, its makers say.

“It’s a revolutionary change in how a defibrillator works—it’s like having a high-definition TV instead of a radio,” said Defibtech CEO Dr. Glenn W. Laub. “The digital video makes the ReviveR View the easiest AED on the market to use.”

Defibtech and Cintas say the new AED is designed for extreme ease of use in often frantic situations. Using the ReviveR View, they add, is like having a personal coach at a rescuer’s side. While other AEDs on the market provide audible voice instructions for rescuers, the ReviveR View shows users how to save a life by visually walking a rescuer through each step of lifesaving in real-time during an emergency. Interactive videos supplemented by easy-to-read text and voice prompts show the user everything from how to apply the defibrillation pads to how to deliver the shocks to the sudden cardiac arrest victim. The device also included video to demonstrate CPR and rescue breathing.

“Cintas is pleased to be the only company currently offering this state of the art technology to our customers,” said Cintas CEO Scott Farmer. “The easier the AED is to use, the more likely it is that a life will be saved. It is truly an amazing innovation.”

Cintas is demonstrating the new AED at Expo booth #1763 throughout the trade show. Photos and a video demonstration will be available at www.cintas.com.