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Defibtech's Lifeline™ AEDs Win A Design of the Decade Award from IDSA

GUILFORD, Conn --(BUSINESS WIRE)--Defibtech's Lifeline™ family of automated external defibrillators (AEDs) was honored with a Design of the Decade Award from the Industrial Designers Society of America (IDSA), winning a silver award in the category of Most Successful Integration of New Technology. Defibtech is a leading designer and manufacturer of defibrillators, which revive victims of sudden cardiac arrest – an affliction striking as many as 450,000 Americans each year. More than 100,000 Lifeline AEDs have been sold.

The Lifeline family of AEDs includes the Lifeline AED® and the Lifeline View™, 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. These features are especially important to untrained, "Good Samaritan" rescuers who arrive on the scene of sudden cardiac arrest in a public area or workplace.

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"During an emergency, the View guides a rescuer through each step of CPR and defibrillation," says Defibtech CEO Dr. Glenn W. Laub. "The View shows and tells 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, Dr. Laub explains.

The View AED can be deployed along with the Lifeline AED to provide a state-of-the-art and cost-effective program to save victims of sudden cardiac arrest. The Lifeline AED set the standard for cost-efficiency when it was introduced in 2002 at a price far below other AEDs.

IDSA chose award winners on criteria including innovation and the benefits provided to the user, society, environment, culture and economy. Defibtech's entry notes that the affordability, reliability and ease of use of Lifeline AEDs have contributed to society by making the widespread adoption of AEDs less expensive and generally accepted as a standard of care. "As a result, the lives of more sudden cardiac arrest victims are being saved," Dr. Laub says.

Lifeline AEDs contribute to the environment by reducing obsolescence and minimizing waste through software that can be easily updated with a data card or cable and through recyclable plastic and electronic components. The AEDs also support voice prompts and text in multiple languages, allowing the lifesaving devices to be used worldwide.

Developed and manufactured in the United States, Lifeline AEDs have created the economic benefit of close to 100 new jobs over the past decade.

The Lifeline AED previously won an IDSA award in 2004, having been named the "hottest product design of the year." Since then, the Lifeline AED has received many other distinctions, including the Medical Design Excellence Gold Award, the Frost and Sullivan Best Bang for the Buck Award, and the Chicago Athenaeum Museum of Architecture and Design's Good Design Award. The Lifeline AED also was featured by the Museum of Modern Art (MoMA) in New York City as part of its "SAFE: Design Takes On Risk" exhibition and was chosen for deployment at the 2006 Winter Olympic Games in Torino, Italy. In 2010, the View was featured in I.D. magazine's 40 Transformative Design Projects issue and received the Connecticut Quality Improvement Award Innovation Prize and the American Business Award.

About Defibtech

Defibtech relentlessly pursues one goal: making the best automated external defibrillators (AEDs) in the world at affordable prices. Defibtech designs and manufactures the FDA-cleared Lifeline® and ReviveR™ brand AEDs and related accessories. 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., and manufactures all of its defibrillators in the United States in a state-of-the-art ISO 13485:2003 certified facility. For more information about Defibtech and its products, visit www.defibtech.com or call 1-866-DEFIB-4-U (1-866-333-4248).
