

Defibtech's Ability to Design and Update AEDs According to the Latest Resuscitation Guidelines Translates into Rapid Growth

Company named to Marcum Tech Top 40 by Connecticut Technology Council for fifth consecutive year

GUILFORD, Conn.--(BUSINESS WIRE)--Building upon its reputation as a designer and manufacturer of the leading-edge Lifeline™ and ReviveR™ automated external defibrillators (AEDs), Defibtech has been named for the fifth consecutive year to the Marcum Tech Top 40, an annual compilation of the 40 fastest growing technology companies in Connecticut. Selection by the Connecticut Technology Council was based on the percentage revenue growth over four years from 2007–2010. For more information on the Marcum Tech Top 40 or the council, go to www.ct.org.

According to Defibtech CEO and cardiac surgeon Dr. Glenn W. Laub, the company's ability to design and update AEDs according to the latest resuscitation guidelines has been key to its success. "We have always been focused on 'speed to shock', ease of use and reliability – the three most important factors in successfully resuscitating a sudden cardiac arrest victim with an AED," Dr. Laub said.

"Our easy-to-use AEDs give even untrained users the confidence to act quickly and decisively"

The life of a sudden cardiac arrest victim is often in the hands of a bystander who has access to an AED but hasn't been trained on how to use one, he explained. "Industry studies, as well as our own research, show that it's important for a rescuer to have an AED that is easy to use – one that reduces the time it takes to deliver the first shock, which often is the difference between life and death," Dr. Laub emphasized.

Resuscitation experts agree that providing defibrillating shocks to a victim within five minutes of sudden cardiac arrest greatly enhances the chances of survival. After five minutes, the odds decrease with each passing moment; after 10 minutes, few victims survive. "Our easy-to-use AEDs give even untrained users the confidence to act quickly and decisively," Dr. Laub said.

Defibtech AEDs' audio and video instructions match updated resuscitation guidelines

All Lifeline™ and ReviveR™ AEDs provide audible, step-by-step instructions to rescuers, telling them exactly what to do during a rescue. The Lifeline and ReviveR View™ AEDs enhance these instructions with video that shows rescuers what to do. For example, when the View's audio says, "Place pads on patient's chest," the video shows the rescuer exactly where to place the pads.

These instructions are updated through software updates provided to Defibtech customers, as AED and CPR guidelines change according to new knowledge gained through resuscitation research, Dr. Laub states. For example, deep chest compressions are now emphasized over rescue breathing under the American Heart Association guidelines. Also, a new study published this summer in the New England Journal of Medicine showed that extending the time CPR was provided prior to AED treatment did not improve outcomes, Dr. Laub said.

"CPR should be provided up until the time an AED is available; at that point, a shock should be delivered as soon as possible," he explained. "Defibtech AEDs provide users with an easy-to-use device programmed with the latest resuscitation guidelines. When seconds count, every advantage the rescuer has is extremely important, and our AEDs are designed to provide anyone with the confidence to save a life."

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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