

Xhalo

by DELMEDICA

Branching Out

X-Halo's unveiling in Vienna provides fresh impetus, global awareness.

Enormous interest was generated in DMI's X-Halo at the recent European Respiratory Society's annual conference in Vienna on 12-16th September 2009.

In attendance were 17,000 delegates, including many of the world's leading clinicians and researchers within the realms of Respiratory Medicine.

A number of symposia and discussions were held on the benefits of measuring the temperature of exhaled breath and the intrinsic values of using X-Halo. Some presentations were sponsored by DMI and others independently initiated by researchers who have already utilized the product.

As clinicians are becoming increasingly aware of the advantages associated with the measurement of exhaled breath temperature as a more accurate marker for airway inflammation, earlier diagnosis and subsequently faster treatment for diseases such as Asthma; so too is their attention to X-Halo.

Of significance at the conference was a presentation by eminent clinician Dr. Tanya Kralimarkova entitled "Duration of exhaled breath temperature measurement with a hand held device as a physiological index". Attended by 150 delegates the event was extremely well received.

To further augment X-Halo's unique positioning, three clinical papers on the product were published in the Journal of Pediatric Allergy and Immunology (visit www3.interscience.wiley.com/cgi-bin/fulltext/121509405/pdfstart to view) and 8-10 more are expected for release within the next 6-9 months.

Two papers were also published in the USA's leading journal for medical devices, IEEE, by DMI, Professor T. Popov and his research team (visit www.x-halo.com to view).

During the conference 15 distributors approached DMI regarding the representation of X-Halo in their respective markets. These enquiries will be followed up over the coming months with a view to engaging a targeted 4-5 by the end of the year.

Making a Mark

Further accreditations imminent.

The ISO 13485 and MDD CE marking program is nearing completion. 2 internal audits and 1 external audit have been concluded in preparation for the final review by TUV sud (see www.tuv-sud-psb.sg) on November 4th. DMI expects to receive the ISO 13485, ISO 9001 and MDD CE marks by the end of November 2009. This will set the stage for expanding our distributor base in Europe and ASEAN as well as Australia and New Zealand during Q1 and Q2 2010.





Sensory Perception

Sensormedics and DMI sign distributorship exclusive.

On the anticipation of securing the MDD CE mark one distributor has already been appointed; Sensormedics Italia (visit www.sensormedics.it). The company exclusively represented for more than 20 years in Italy names such as Viasys, Jaeger, Micromedical until June 1 2009 when the business branch was transferred to the direct operation of Carefusion, and now proudly represents Tanita, Bodymedia, CNSystem, Ecomedics, Medisoft and other prestigious brands, Sensormedics Italia is now Italy' market leader in the Nutritional, cardiology, respiratory and allergy diagnostics instrumentation. Furthermore Sensormedics has, year-on-year, enjoyed the accolade of "best distributor" worldwide for several key brands.

Sensormedics' General Manager, Roberto Perissin, was present at the conference for a signing ceremony. We wish Mr. Perissin and his company all the best in developing the X-Halo brand and in generating sales throughout the Italian market.

International Commendations

In addition to winning the coveted iF design award (see Philips – Design Portfolio – X-halo) accolade, X-halo has also been shortlisted for several other key design awards, namely:

- The Federal Republic of Germany Design Award (www.designpreis.de)
- The Design for Asia Award (www.dfaaward.com)
- The President's Design Award (Singapore) (www.designsingapore.org/pda)
- The Singapore Design Award
- The Red Dot Design Award (www.red-dot.sg/concept/index.htm)



Moving Forward

DMI expects sales of X-Halo to increase considerably during 2010; as new distributors are secured and DMI couples this with a sustained increase in personnel to manage, promote and grow both brand and business over the coming year.

DMI's current strategy of consolidating its distribution channels whilst also increasing X-Halo's awareness within the medical and health sectors will remain the primary focus.

Both these factors are expected to drive mass-market entry of X-Halo. Coupled with ongoing development of derivative X-Halo products for other medical applications, DMI looks forward to a long-term and sustainable future.

ABOUT DELMEDICA INVESTMENTS

Based in Singapore, Delmedica Investments are a specialist funding company offering investors access to the immense potential of the global biotechnology industry. Via their impressive resources and network of health care professionals, Delmedica identify new opportunities with tangible commercial potential, opportunities that represent low risk, high-growth and clear exit strategies. Recently the healthcare industry replaced technology as the fastest growing sector in the U.S., now accounting for 12% of the total U.S. economy. Find out how Delmedica offers the investor access to innovations that represent the future of the health care industry.

TO ORDER YOUR X-halo VISIT

www.x-halo.com

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