

Compumedics Vista

SPECIAL CMEF EDITION COMPUMEDICS CLIENT UPDATE, ISSUE 37

Compumedics is proud to exhibit at the China Medical Equipment Fair, Shenzhen!

Come and see us at Hall 2, Booth # E76, 17-20 April 2012

Compumedics North China distributor, Bestmed, signs milestone USD 800K sales order for latest generation sleep and EEG diagnostic solutions.

20 June 2011

Compumedics Limited (ASX: CMP) announced another significant milestone as part of the company's stated objective to expand its sales into its key target markets by two to three times, with the receipt of a \$760k (USD800k) order from **Beijing Bestmed Tech Ltd (Bestmed)**, Compumedics' distributor to North China.

Bestmed has been Compumedics' distributor to North China for over 10 years and has significantly built the Compumedics® Chinese brand over this period of time. This enables Compumedics today to claim the position as the premier supplier of premium sleep products, which support some of the most coveted clinical and research centers of excellence across China. The current milestone sales order represents year-on-year growth of 33% and will comprise Compumedics' latest generation **Grael® PSG and EEG systems**, as well as Compumedics' wireless ambulatory solutions, **Somté® PSG and Siesta®**.

China represents a unique emerging market opportunity for Compumedics® sleep and neurology systems,

particularly given the close proximity and strong trade relations with Australia, coupled with Compumedics time-earned reputation and establishment of premier reference centers throughout China. As China rapidly builds and expands its basic health infrastructure, the focus will inevitably turn to new areas of health management, including management of sleep and neural disorders, which will provide measurable upsides for companies as well positioned and established as Compumedics in this space. A recent article in the China Daily referring to The Shanghai Institution of Traditional Chinese Medicine for Sleep Disorders, estimates that up to 38% of the population of Shanghai suffers from some form of sleep disorder. In a city of 19 million people that represents about 7 million potential sleep disorder patients in the city of Shanghai alone.

Compumedics has so far generated over \$5m in business in China through its relationship with Bestmed during the very early and formative stages of these Chinese sleep and neural disorder markets. - *Story continued on page 9*

Compumedics gets \$900k Boost to China Business.

8 September 2011

Compumedics' German brain ultrasonography division, DWL, continues to expand its Chinese market presence booking sales orders equal to 40% of total FY2011 sales in the first two months of FY2012.

Compumedics Limited (ASX: CMP) announced the **Company's Germany-based brain blood-flow ultrasonography division, Compumedics Germany GmbH (DWL)**, has booked orders of approximately €0.6 million (≈AUD0.9 million) from **Beijing Beike Digital Medical Technology (Beike)** for the purchase of DWL® products in the first two months of the new financial year. This milestone for Compumedics Germany continues to underpin the Compumedics Group's growing presence in China and is further evidence the Company's growth strategy of focusing on this lucrative market is well on track.

Beike, a Chinese neurology company with over 20 years experience, and Compumedics Germany have collaborated for over 10 years to develop the Chinese brain blood-flow ultrasonography market. Simultaneously, Compumedics has been building the sleep diagnostic market in North China for 10 years with its distributor for these products in the region, Bestmed. As a result of these successful and highly developed partnerships, Compumedics has achieved the many lucrative outcomes.

- *To read the full story please go to:*
<http://www.compumedics.com/article.asp?p=33&a=320>



Celebrating 25 years
of providing leading Sleep and EE
solutions to satisfied clients globa



INSIDE

- Compumedics in China
- The story of "Kang Di" 康迪
The Chinese brand name of Compumedics
- Committed to the Chinese market - A Timeline
- Compumedics Education
- Compumedics Events
- International News
- Compumedics Products
- Events Update

Find us on:



twitter
@compumedics



facebook

The story of “Kang Di” 康迪

The Chinese brand name of **Compumedics**

In 1998 in mainland China, Compumedics ran a comprehensive sales promotion for our array of sleep products. Whilst the promotion went well, one issue arose: the sales team reported that 90% of our customers in Mainland China were having difficulties in pronouncing “Compumedics”, which proved to be an issue for branding in this important region.

Together with our business partner in China, Best-Med (China) Technology, the issue was tackled head on.

The opportunity arose in 1999 when The Chinese SLEEP Association organized the 1st National Sleep Conference in Tianjin City. Best-Med invested strongly in this event as their entry into the China Sleep market. It was at this event, that together with Best Med, Compumedics sponsored a campaign to give Compumedics a Chinese identity.

The campaign was a great success with over 300 entries received and to this day, many still many remember the campaign, some 10 years later.

A panel consisting of Compumedics and Best-Med staff, members of the conference organizing committee and the Chinese Sleep Association deliberated and in October 1999, the Chinese brand name of Compumedics Sleep was born – 康迪, pronounced “Kang Di”.

From that day 康迪 started its' march into the Chinese Sleep market as a major player in the industry.

Today 康迪 - “Kang Di (Compumedics)” - is the most well known and popular brand in the Chinese sleep market.



Above: Jack Jia (President of BestMed China) and Prof. Huang Xi Zhen (the Sleep Pioneer in China) - she started recording PSG data in 1987.

Above Top: BestMed Beijing Office staff

Compumedics Awards and Accolades:



Compumedics in China

Committed to the Chinese Market

A Timeline

Compumedics launched a world first telemedicine link which allowed sleep disorder patients in China to be diagnosed simultaneously by experts in China and Australia.

The hook-up allowed real-time transfer of live physiological data and radiology images. Linked together were leading international sleep disorder experts, Australia's Professor Colin Sullivan and China's Professor Wang Ting-chu - the Chinese Health Minister, Chen Minzhang, and NSW Health Minister, The Hon Dr Andrew Refshauge, via an international videolink-up.



Compumedics and Best-Med staff, members of the conference organizing committee and the Chinese Sleep Association deliberated and in October 1999, the Chinese brand name of Compumedics Sleep was born – 康迪, pronounced “Kang Di”.

康迪



Compumedics won the AusIndustry Innovation Award at the Telstra and Australian Government Small Business Awards.



1st China Annual Compumedics Neuroscan School



3rd China Annual Compumedics Neuroscan School

Compumedics SCAN School Hangzhou, China

1996

1998

1999

2002

2003

2004

2005

Compumedics was a finalist in the Business Asia Awards for the Best use of Australian Technology in Asia, Best Australia-Asia Business Ties, Best Australian Service Activity in Asia, Best Australian SME Business Activity in Asia.

Compumedics was named Australian Exporter of the Year. The Minister for Trade, the Hon. Tim Fischer MP of Australia presented the award in person.

Compumedics Sleep Technology used in China's largest Children's Hospital - the Beijing Children's Hospital



Compumedics EEG / PSG Sleep School & Training, Beijing

2nd China Annual Compumedics Neuroscan School



**5th China Annual
Compumedics Neuroscan School**

**Compumedics
CHINA SLEEP SCHOOL
Shanghai, China**

**Compumedics ERP Training Course,
Shandong, China,**
- approximately 65 members from
25 cities in China and Taiwan attended

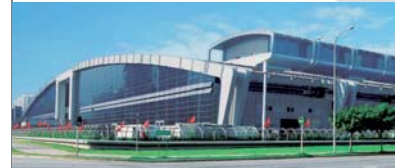


**Compumedics China ERP
and CURRY School,**
- approximately 100 participants
from over 25 cities attended

**Compumedics Germany-based
ultrasonic blood flow (DWL)
business wins a significant \$215k
(€125k) deal in China.**

**Compumedics
Asian Distributor Meeting,
Hong Kong**

**Compumedics China ERP School -
Suzhou, China**
- approximately 200
Students attend



**Compumedics inaugural
attendance at the China Medical
Equipment Fair, Shenzhen**

**Compumedics China Neuroscan School
April 18th - 22nd, Shanghai, China**

**Hong Kong Scan & MagLink Training
April 27th - 28th, Hong Kong University**

2006 2007 2008 2009 2010 2011 2012

**4th China Annual
Compumedics Neuroscan School**



**6th China Annual
Compumedics Neuroscan School
Senior Training course
& ERP Workshop**



Hong Kong University
Sleep Lab

**Compumedics wins €1 million
contract in China - Compumedics
brain ultrasonography division
expands Chinese market presence**

**Compumedics China
PSG Workshop,
Beijing**

**Compumedics Asian
Distributor Meeting,
Beijing**

**Compumedics attends the
Beijing International Sleep
Medicine Forum**

**Chinese University of Hong Kong
Siesta Sleep Lab installation**

**Compumedics Hong Kong
Chinese University Sleep
Workshop**

**Compumedics China
Neuroscan School - April 2012**



**Compumedics attendance at the
China Medical Equipment Fair,
Shenzhen - April 2012**

**Compumedics attending
the 18th Annual Meeting of the
Organisation for
Human Brain Mapping,
Beijing - June 2012**

Compumedics Education

Compumedics commitment to education programmes

Compumedics Neuroscan School,
Suzhou

Hong Kong Chinese University Sleep Workshop

China Annual Compumedics Neuroscan School

China PSG Workshop,
Beijing

Compumedics China ERP School,
Beijing

CHINA SLEEP SCHOOL,
Shanghai

Compumedics Asian Distributor Meeting, Beijing

Compumedics SCAN School,
Hangzhou

Compumedics ERP Training,
Shandong

Compumedics EEG / PSG Sleep School & Training, Beijing

Compumedics International Events

Global exposure and reach

China Medical Equipment Fair
Since 2011

Medica, Germany
Since 1995

World Sleep

DGSM, Germany

Human Brain Mapping

Arab Health, UAE
Since 2001

Germany Society for Clinical Neurology

American Epilepsy Society

American Academy of Neurology, USA

SLEEP, USA
Since 1996

World Association of Sleep Medicine

Australasian Sleep Association,
Since 1988



Compumedics equips The New Royal Children's Hospital, Melbourne – Officially opened by HRH Her Majesty the Queen.



On October 26, 2011 new **The Royal Children's Hospital (RCH)** in Melbourne was officially opened by **HRH Her Majesty the Queen**. Compumedics was proud to be the supplier of advanced neurology diagnostic technologies for the RCH's Neuroscience Centre.

The RCH Melbourne is one of the world's most respected children's hospitals. It is internationally recognised as a leading centre of paediatric treatment, teaching and research. The RCH is the major specialist paediatric hospital in Victoria and its care extends to children from all over Australia and overseas.

Upon opening, the RCH's pediatric epilepsy / EEG facility will be the largest in the Southern Hemisphere. The contract to deliver the latest Compumedics EEG technologies includes the new Compumedics **NEUVO® LTM EEG**, **Grael®HD** and **Siesta®802** wireless systems. The EEG systems are to be used for routine clinical EEG and surgical monitoring.

Cameron Charles, Compumedics' Australian Neurology Business Manager, said, *"This sale will provide the RCH with the best EEG technologies available on the market today and will be used to provide better care of children with epilepsy and neurological problems."*

The RCH Epilepsy Program states that *"1 in 20 (5%) children will have a seizure of some form during childhood. About 1 in 200 (0.5%) children have epilepsy."*



Compumedics Neuvo Long-Term EEG Monitoring (LTEM) system. Wall configuration.

- Story continued from page 1:
Compumedics gets \$900k Boost to China Business.

Dr. David Burton, Chairman and Chief Executive Officer of Compumedics Group commented:

"This significant sales order is a further validation of Compumedics' superior product offer and another important milestone for our Company. It reinforces our commitment to the emergence and potential for exponential growth in the Asian markets and, in particular, China. Bestmed and Compumedics have a long established relationship for supplying this market. We are delighted with the continuing growth of our sales into what will be a very significant market and commercial opportunity over the years ahead. This order and our relationship with Bestmed further underpin our strategy to grow our business across this increasingly important market for Compumedics."

"Bestmed's rapidly expanding Compumedics' sleep business, coupled with strong growth from Compumedics other Chinese distributors covering its DWL ultrasonic Doppler blood-flow systems (Beijing Beike Digital Medical Technology Co. Ltd. Refer to ASX release 23rd December 2010) and its Neuroscan Neurophysiological systems (Beijing Fistar and PJT), continues to bolster Compumedics' growth outlook within this important and growing Chinese market", he said.



Compumedics Grael-HD High-Definition PSG



Yale University School of Medicine, USA

Another Compumedics milestone EEG contract win at Yale University, USA

13 December 2011

Compumedics Limited (ASX:CMP) announced another significant milestone of being awarded the contract to supply EEG equipment for the **Neurology Department at Yale School of Medicine, Yale University, USA**. Under the contract Compumedics will supply its latest EEG products comprising the new **Compumedics NEUVO® Long-Term EEG Monitoring (LTEM) system, Grael®HD, Profusion EEG 4 and Curry® NS7 software**. The systems are to be used for routine clinical EEG and surgical monitoring. This purchase represents another major milestone in Compumedics' strategic entry into the global \$250 million p.a. LTEM/neurology market.

The sale, with an order value of more than AUD1 million, will see the installation of Compumedics' latest EEG products into Yale University and follows several other significant EEG orders in the USA in the first half of FY2012. The **NEUVO® LTEM systems** can record a minimum 64 individual channels of high-density EEG data on a single patient for days or weeks at a time. The **Grael®HD** system provides high definition EEG signals while the **Siesta®802** remains the industry's most compact wireless EEG recording device. Compumedics' digital amplifier technology and breadth of EEG diagnostic offerings is state-of-the-art and provides Compumedics with a unique point of differentiation from competing offerings. Compumedics' products provide higher quality brain recordings and more precise brain analysis than alternatives, helping to improve patient outcomes.

The Department of Neurology at Yale School of Medicine describes itself as a research, teaching, and clinical centre devoted to improving the understanding and treatment of diseases of the nervous system. The department is a major part of the Yale University School of Medicine and has several active clinical programs at local medical establishments.

Compumedics® equipment will help the Department of Neurology to achieve its goal of providing the highest level of patient care through state-of-the-art clinical programs, educating future leaders in the field of neurology and being at the forefront of neuroscience research within one of the world's most prestigious universities. The department has a long history of being a pioneer in the field of Neurology, such as establishing one of the first epilepsy monitoring units and creating one of the first stroke centres.

Dr. David Burton, Chairman and Chief Executive Officer of Compumedics Group commented,

"This contract is another important milestone for our Company. It reinforces our commitment to our customers and the patients under their care. Compumedics has made significant investments in product development, targeting the neuro-diagnostics market to leverage its expertise in high-end amplifier design and physiological signal processing. The world-class Yale University installation will establish a new and innovative standard for long-term EEG monitoring. This project further underpins our strategy to grow our business across this important, but relatively new, market sector for Compumedics. In particular, this prestigious sale to one of the world's pre-eminent epilepsy monitoring centres validates our key growth strategy to penetrate the global LTEM market. The LTEM market alone is more than twice the size of our existing core sleep diagnostic business."



Compumedics Grael-HD EEG System.
Trolley configuration.



Compumedics Neuroscan
CURRY SCAN Neuroimaging Suite 7.

Compumedics Products

Innovative Solutions from Compumedics-



grael[®]-HD High Definition PSG/EEG

*Our most advanced
Sleep System, ever!*

Suitable for clinical and
research applications.



Somnilink[®] Positive Airway Pressure (SPAP) System

*Customised therapy
every breath,
every night.*



compumedics profusion[™]PSG 3 World Class PSG Software

Now Available!
Profusion PSG 3.4
with enhanced user interface



somté[®]PSG

*Full PSG in the sleep lab
Full PSG in the home
... absolutely anywhere.*



neuvo[®]

The Ultimate Long-term EEG Monitoring System

See more and do more.

*The World's first 512-Channel LTM
HD-EEG Monitoring System.*

Setting a new standard in LTM
& epilepsy monitoring.



grael[®]-HD EEG

High Definition EEG
Perfect for clinical, LTM and
research applications.



compumedics profusion[™]EEG 4

**Unlimited potential
in Routine & LTM EEG**

A true next generation clinical and
LTM software package offering
unprecedented ease of use from
recording in the EEG lab, to
post-recording analysis and review.



S I E S T A[®]

Now Available!

**Siesta External
Auxiliary Battery Pack**
Enhanced power for LTM



CURRY[®] SCAN 7 NEUROIMAGING SUITE

The **CURRY Neuroimaging Suite** software is divided into several modules that can stand alone or work together to maximize your lab's flexibility. The **Acquisition** and **Signal Processing** licenses consist of primary features and functions of the SCAN software and greatly expand on those features.



CURRY Neuroimaging Suite provides a new architecture that allows for greatly expanded functions and data handling. Ease of use has been carefully considered so that you can process data with unprecedented efficiency. The CURRY software uses a **database structure** that allows for optimized data management. Within the database, subjects can inherit the parent's parameters, allowing automated processing to be built in to the database. Additionally, CURRY **Macros** can be developed to handle virtually any processing task, complete with the ability to design interactive and tutorial programs.

SynAmps[™] RT

**The Ultimate Amplifier
for High-end Research**

*Engineered to meet the
rigors of the most demanding
recording environments.*



Quik-CapEEG[™]

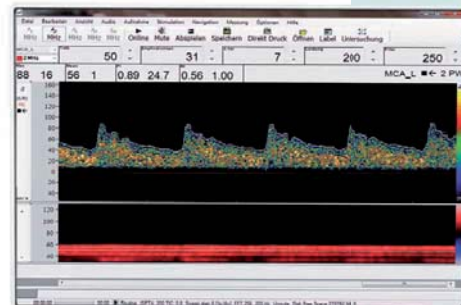
**Electrode Application System
for Advanced Research &
Routine EEG Diagnostics**

Place, Secure, Record

Compumedics Quik-CapEEG has it all:
Quick, consistent application,
quality recordings and fast clean-up.



DOPPLER MEETS IMAGING *Two methods. One Solution.*

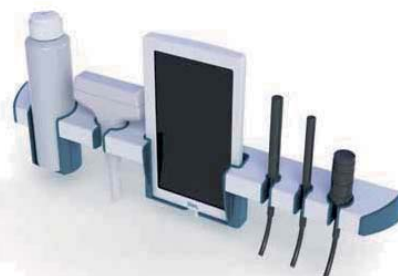


With the new **Multi-Dop[®] X digital**, DWL Compumedics presents a completely revised equipment system that combines the latest Doppler technology with a Color Doppler Imaging module. In this way, both intracranial and extracranial investigations can be carried out quickly and precisely with the best signal and image quality. Multiple applications in neurological labs and clinical neurology make the Multi-Dop[®] X digital the complete, future oriented solution for the most demanding users.



Movability of the LCD monitor

The optimised operating concept with large, high-resolution LCD monitor, which has fully adjustable rotation and tilt, allows comfortable operation.



CO2 module

The Multi-Dop[®] X digital also offers the option of a fully-integrated CO2 module.

APRIL 12

TeaP Psychological Research Conference	1 - 4 April	N	Mannheim, Germany
CSET - Central Society for Electrodiagnostic Technologists	12 - 13 April	NS	Indiana, USA
CMEF - Chinese Medical Equipment Fair	17 - 20 April	G	Shenzhen, China
China Neuroscan School	18 - 20 April	N	China
64th American Academy of Neurology 2012 Annual Meeting	23 - 26 April	NS	New Orleans, USA
AASP - Alabama Association of Sleep Professionals	27 - 28 April	S	Florida, USA

MAY 12

6th Conference on Mismatch Negativity	1 - 4 May	N	New York, USA
Melbourne, ProFusion Proficiency School 2012	3 - 4 May	S	Melbourne, Australia
Maryland Sleep Society Conference	4 - 5 May	S	Maryland, USA
Neuroscan EEG Research Workshop	4 - 5 May	N	Melbourne, Australia
ISMRM - 20th Annual Meeting	5 -11 May	N	Melbourne, Australia
Adelaide ProFusion Proficiency School 2012	7 - 8 May	S	Adelaide, Australia
Neuroscan Clinical Research Workshop	11-12 May	N	Melbourne, Australia
Texas Society for Respiratory Care	23 - 25 May	S	Texas, USA
12th International Child Neurology Congress & 11th Asian & Oceanian Congress of Child Neurology	27 May -1 June	NS	Brisbane, Australia

Information on Compumedics' events is available at:

www.compumedics.com

> Home > News > Upcoming Events

Compumedics host Education Events - both online and face-to-face.

Compumedics is committed to educating our customers.

*All information listed here is subject to change at Compumedics discretion without notice.

ABOUT COMPUMEDICS



Since 1987, Compumedics Limited has emerged as a world leader in the design, manufacture, and sales of diagnostic sleep, neurophysiology, research and transcranial Doppler systems. Compumedics' design expertise in the area of portable recorders and wireless data transmission is just one reason for our continued double digit growth in the USA year after year. Compumedics is improving people's lives through products, exceptional service and a full range of consumables and accessories brought to you by dedicated people who care.

THE COMPUMEDICS DIVISIONS Defining Life's Signals

Compumedics' operations consist of five divisions - each with its own product focus



Compumedics Sleep
Clinical Diagnostic Systems for Sleep Disorders



Compumedics Neuroscan
World-leading Research EEG/ERP systems



Compumedics Neuroscience
for Neurophysiology Clinical Diagnostic Systems



Compumedics NeuroMedical Supplies
Electrodes, sensors and Sleep laboratories and supplies for Neurology



Compumedics DWL
Ultrasound Doppler Systems



CONTACT www.compumedics.com

If you would like to receive the **Compumedics Vista Update via Email**, please send your details and email address to Marketing@compumedics.com.au

Compumedics Limited, Australia: Headquarters
30-40 Flockhart Street
Abbotsford VIC 3067, Australia
Ph: +61 3 8420 7300
Fax: +61 3 8420 7399
Free Call: 1800 651 751

Compumedics USA, Limited:
6605 West WT Harris Blvd, Suite F
Charlotte, NC 28269
Toll Free: +1 877 717 3975
Ph: +1 704 749 3200
Fax: +1 704 749 3299

Compumedics Germany GmbH:
Global HQ for Compumedics DWL
Josef-Schüttler-Strasse 2
D-78224 Singen, Germany
Ph: +49 7731 79 76 9-0
Fax: +49 7731 79 76 9-99

