

## Why HeartSine®?

Advanced technology for the real world.  
Compact in size. Big on ability.

### ► Technology Advantage.

The samaritan® PAD utilizes proprietary electrode technology, advanced firmware and stable software, and proprietary SCOPE™ Biphasic Technology (an escalating and low-energy waveform that automatically adjusts for patient impedance differences) to assess rhythm and recommend defibrillation if necessary.

### ► Most Portable.

HeartSine offers the smallest and lightest AED on the market, so it's the most convenient unit to use and store.

### ► Most Durable.

samaritan PADs offer the highest durability rating of any AED, including an Ingress Protection (IP) rating of IP56 and IEC one-meter drop test.

### ► Most Reliable.

The HeartSine AED's 10-year warranty is the longest warranty in the industry. That includes the samaritan PAD's advanced system self-diagnostic protocols. Even HeartSine's one-click Pad-Pak®—with integrated battery and electrode in a single cartridge—has one of the industry's longest electrode shelf lives.

### ► Lowest Maintenance Cost.

Unlike competitive products that require separate consumable expiration dates for customers to track and replace, samaritan PADs are simpler and less costly to maintain, thanks in large part to its single-unit battery/electrode replacement cartridge.

### ► Lowest Cost of Ownership.

Lowest labor cost, lowest maintenance cost, field upgradable and low acquisition cost.

### ► Easiest to Use.

Designed for use by rescuers of all skill levels, samaritan PADs are completely self-contained units with no lid to open, complex displays or controls. Our simple two-button operation and voice/visual prompts with clear instructions guide the user through every step, including pad application, shock delivery and CPR.



## Lifesaving, Pure and Simple

The best things in life are often simple. That's true for the best lifesaving technology as well. The simple truth is that Sudden Cardiac Arrest strikes from 7 million people a year worldwide with no warning and no pattern. There's little time to react and even less time to think. So your Automated External Defibrillator solution must be close at hand, reliable and effective even when used by someone with little or no training.

### Distributed By:



[www.heart sine.com](http://www.heart sine.com)

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#### CAUTION:

U.S. Federal law restricts this device to sale by or on the order of a licensed practitioner.



The products described in this brochure all meet the applicable European Medical Device Directive requirements.

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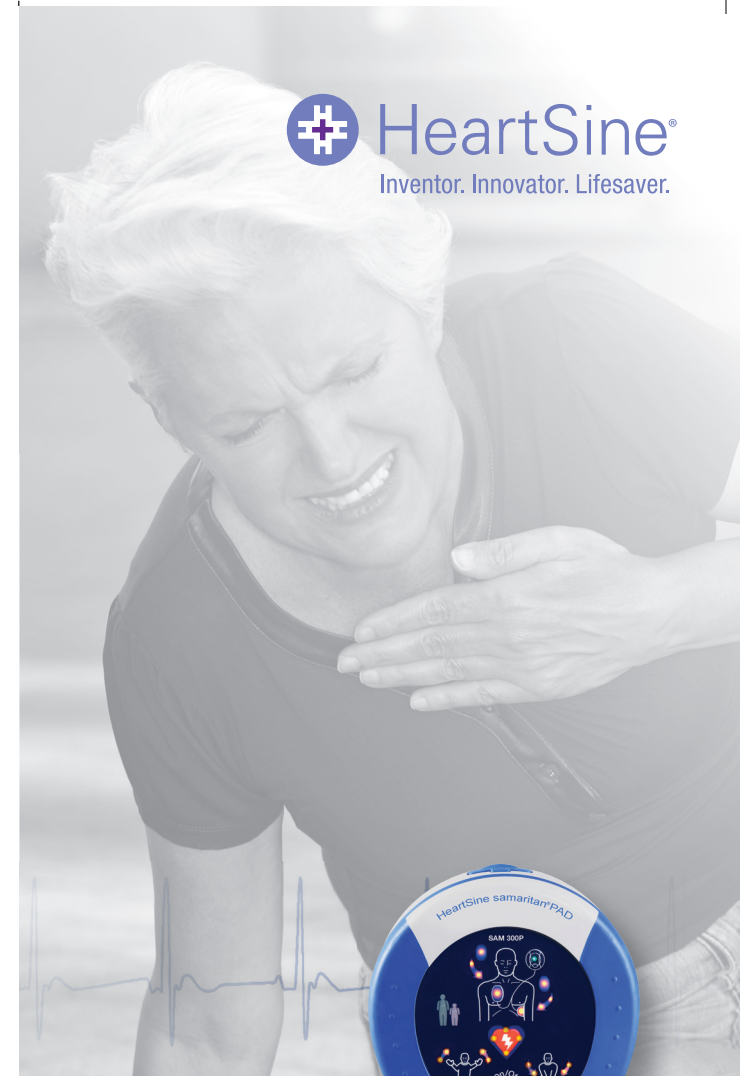


2/13/14

HeartSine  
Tri-fold brochure  
US

- Flat size 8.5 x 11 in
- Final trim 3.66 x 8.5 in
- CMYK + coating(?)
  - UV or Aqueous coating if needed
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- 300 dpi
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- Stock and quantity TBD

OUTSIDE



## Are You Prepared For Sudden Cardiac Arrest?

# Are You Prepared For Sudden Cardiac Arrest?

## What is Sudden Cardiac Arrest?

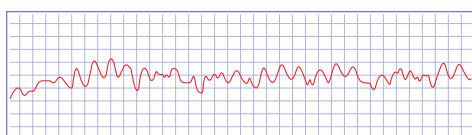
### Normal Heart Activity

Note the regular pattern with each beat of the heart:



### Sudden Cardiac Arrest (SCA)

The heart enters a chaotic, typically ventricular fibrillation (VF) rhythm:



### Problem

The heart cannot pump blood effectively, causing the victim to collapse.

### Symptoms

- ▶ Unconscious
- ▶ Not breathing spontaneously
- ▶ No pulse

## How Serious Is SCA?

- ▶ Worldwide 7 million people are impacted annually
- ▶ Can happen to anyone, anywhere, anytime
- ▶ Only 5-10% currently survive
- ▶ 84% of SCA events occur outside of a healthcare setting
- ▶ Survival rates up to 75% have been achieved when effective CPR is applied and Automated External Defibrillators (AEDs) are readily available

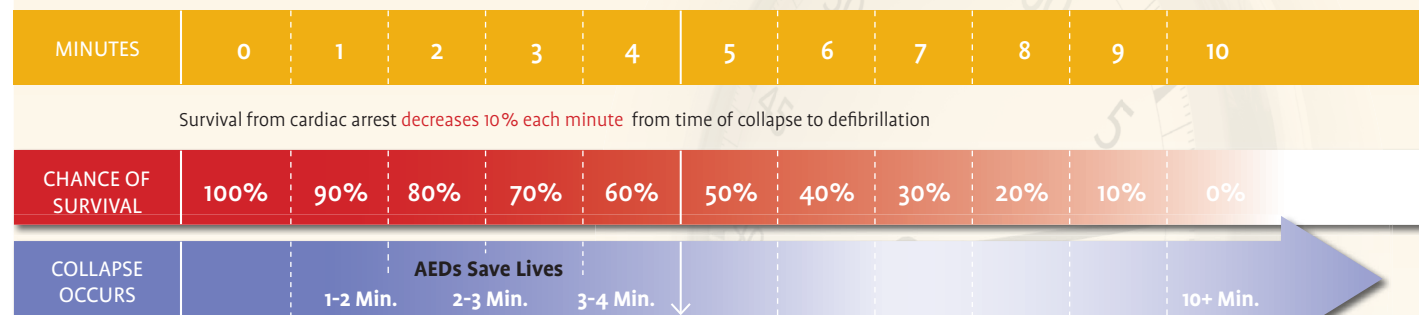
Folds

## How Critical is Response Time to Survival?

Every minute that passes without defibrillation reduces survival rate by 7-10%.

## A Race Against Time

AEDs Save Precious Minutes



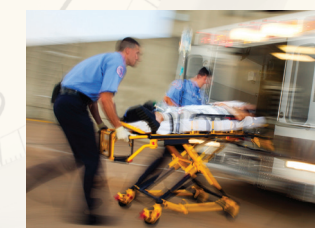
Survival from cardiac arrest decreases 10% each minute from time of collapse to defibrillation

Determine emergency

AED located and brought to victim

Shock is delivered

Emergency services arrive



AEDs can make the difference as emergency services typically arrive outside average survival time

AEDs can increase the survival rate for SCA up to 75 percent by delivering a life-saving shock within the first few minutes of an attack. However, they are still not widely available.

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INSIDE