

Defibtech Receives Frost & Sullivan Best Bang for the Buck Award for Lifesaving Defibrillator Products

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PALO ALTO, Calif., Sept. 29 /PRNewswire/ -- Frost & Sullivan's recent analysis, U.S. External Defibrillator Market, recognized Defibtech as the recipient of the 2005 Frost & Sullivan Award for Best Bang for the Buck for providing high-quality products at an industry-leading price.

Frost & Sullivan presents this Award to a company that has provided customers with the solution or service that offers the highest ratio of value to cost within a particular market. The recipient provides customers with products that ensure quality, while being priced competitively. Defibtech receives the Award for its Lifeline(R) and Reviver(TM) automated external defibrillators (AEDs).

"During a cardiac arrest, the heart is unable to pump blood due to electrical arrhythmias. The only proven method to bring the heart out of this state and resuscitate the person is to shock the heart using a defibrillator," says Frost & Sullivan research analyst Nathan Cohen. "The chances of successful resuscitation are high within the first minute or two after sudden cardiac arrest -- about 90 percent. However, these chances decrease by 7 to 10 percent each minute, and after 10 minutes, the chances of a successful resuscitation are less than 5 percent."

To improve the response times and survival rates, AEDs are being placed in locations where large numbers of people gather, such as in workplaces, schools and public facilities. But the cost of AEDs and the resulting slow market penetration hinder this effort. By providing high quality products at an affordable price, Defibtech greatly enhances public access defibrillation efforts and improves public safety.

Defibtech's Lifeline and Reviver AEDs make having a public-access defibrillator affordable. The devices are designed with a focus on reliability, ease-of-use, and price. Providing visual cues and audio voice instruction, the AEDs enable even untrained users to save lives. The reliability of the devices has been demonstrated both through automated battery and circuitry testing, as well as through the intensive environmental conditions they have been tested against. The AEDs are resistant to rain and dust and can operate despite the vibrations of a helicopter or jet aircraft. In addition to the actual devices, Defibtech's accessories are affordably priced, enabling proper device maintenance.

"Defibtech achieved its mission to provide the market with affordably priced, high-quality products by focusing on cost throughout the design process," notes Cohen. "Defibtech developed devices that require no screws and can simply snap together during manufacturing. Using virtual computer-guided product design, Defibtech ensures that all aspects of manufacturing are integrated, automated, and tested."

Defibtech's distribution strategy minimizes company expenses and results in savings for the consumer. As a policy, the company sells only through distribution partners that already have a presence in target markets, minimizing costs to expand into new market segments. This model allows Defibtech to provide its customers with one of the industry's lowest prices while achieving profitable sales margins.

The value of the Lifeline and Reviver AEDs for saving lives cannot be

overstated. If every home had an AED, over 100,000 lives might be saved each year in the United States alone. Currently, the price of AEDs prevents mass penetration of homes and public places. By providing reliable, high-quality AEDs at a lower price, Defibtech is driving the industry towards affordability and greater market penetration. It is this drive that Frost & Sullivan is proud to recognize with the 2005 Award for Best Bang for the Buck.

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-approved Lifeline(R) and ReviveR(TM) brand AEDs along with related accessories. Defibtech's products and services, including the new DefibtechMD full-service AED management program, are sold through its network of distribution partners in the United States and around the world. Founded in 1999, Defibtech is headquartered in Guilford, Connecticut and manufactures all of its defibrillators in the United States in a state-of-the-art ISO-9002 certified facility. For more information about Defibtech and its products, visit <http://www.defibtech.com> or call 1-866-DEFIB-4-U (1-866-333-4248).

About Frost & Sullivan

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