



Press release

## **World's first wireless 12 Lead Digital Cellular personal ECG transmitter CardioSen'C™ receives FDA clearance**

**The US Food and Drug administration (FDA) cleared SHL Telemedicine's CardioSen'C™, the world's first personal cellular-digital 12-lead ECG transmitter used for the purpose of remote real-time diagnosis of arrhythmia, ischemia, and myocardial infarction to medical call centers.**

Tel Aviv/Zurich, 4 August 2008 - SHL Telemedicine Ltd. (SWX: SHLTN), a leading provider and developer of advanced personal telemedicine solutions, today announced it has received marketing clearance from the US Food and Drug Administration (FDA) for its proprietary 12-lead ECG transmitter, the CardioSen'C™

The CardioSen'C™ is to be used for the purpose of remote real-time diagnosis of arrhythmia, ischemia, and myocardial infarction. The ECG is then analyzed by the medical professionals at the medical call center. Together with a clinical description given by the patient it provides the medical professionals with the data needed to diagnose the situation and provide medical assistance, if necessary. The CardioSen'C™ is being used in Israel since the middle of 2007 and has been very well accepted by SHL subscribers.

This innovative portable device significantly simplifies the measurement and transmission of a 12-lead ECG and rhythm strip in real-time due to its ergonomic design, compact dimensions, lightweight, vocal prompts and remote operation capabilities by the medical call center personnel. In addition to the ease and simplicity of use the CardioSen'C™ enables transmission with maximal accuracy and speed due to the use of a built in cellular modem.

"We are very pleased to have gained FDA approval for the CardioSen'C™", comments Erez Alroy, Co-CEO of SHL Telemedicine. "Today, a third of all heart attacks end fatally. Our CardioSen'C™ can help to drastically reduce morbidity and mortality rates in such incidents while significantly simplifying the procedure for patients at the same time. We are looking forward to bringing this device to the markets", he continues.

Other SHL-brand FDA-approved heart care devices include the CardioBeeper™, CardioBeeper 12L™ and the CardioPocket™. Further information on the CardioSen'C™ and other products are available at [www.shl-telemedicine.com](http://www.shl-telemedicine.com).

### **About SHL Telemedicine**

SHL Telemedicine Ltd. specializes in developing and marketing advanced personal telemedicine systems as well as providing comprehensive telemedicine solutions including medical call centers to individuals and to the healthcare community. As a leading provider of remote health services in cardiology and in other medical areas, SHL maintains business operations in Europe, mainly through PHTS in Germany, its fully owned subsidiary, and at its home market in Israel. In the US, SHL's telemedicine products are distributed by Philips Medical.



SHL is listed on the SWX Swiss Exchange (SHLTN, ISIN: IL0010855885, Security No.: 1128957). More information available at: [www.shl-telemedicine.com](http://www.shl-telemedicine.com).

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