

Ortivus AB and et medical devices SpA are launching a new CARDIOLINE Coronet telemetry, monitoring, and cardiac-rehab solution

Ortivus AB, of Danderyd in Sweden, and et medical devices SpA, of Cavareno in Italy, have agreed to intensify and strengthen their collaboration. As an important step, a new CARDIOLINE Coronet monitoring solution was launched during an et medical marketing and sales conference. The solution introduced at the conference was developed as a response to the trends towards greater mobility for hospital staff, and care-giver flexibility.

As an additional natural step in this process, an expanded collaboration agreement has been signed by the parties. The common history of the companies began in 2007, when et medical started to distribute the original Coronet solution in Italy and Spain. Both companies will now deepen their industrial, marketing, and sales co-operation, with an international focus on the CoroNet concept.

In this collaboration the parties will make optimal use of each company's unique competencies and skills – Ortivus in healthcare technology and system design, and et medical in international sales, marketing, distribution, development and manufacturing. Taken together, this will increase the total business opportunities.

Both companies expect to benefit from the strong trend towards telemetry, enabling the patient to leave the hospital bed and move around freely within the ward – also adding mobility for staff in emergency wards and similar, using handheld monitoring devices.

As part of the agreement the companies will be jointly responsible for concept development relating to – and derived from – the Ortivus CoroNet monitoring product portfolio, with an international focus. The initial phase has been launched in the Italian and Spanish markets, and the product will be introduced in six other relevant markets over the coming months.

This arrangement will increase the market for CoroNet, both in the current, locally successful high-end cardiology monitoring tier as well as in the hitherto almost unexplored middle and low-end tiers. In addition, the innovative approach will give access to the growing cardiac rehab tier as well. The arrangement will also allow for further utilization of the Ortivus OBT (Ortivus Bluetooth® Telemetry) technology as part of et medical's product line.



For further information, please contact:

Jan B Andersson, CEO, Ortivus AB, Tel.: +46 8 446 45 00, +46 705 294 741

Attilio Castelli, CEO, et medical devices SpA, Tel.: +39 02 9505181

or visit:

<http://www.ortivus.com>

<http://www.etmed.biz>

Ortivus offers unique solutions by combining expertise in wireless, IT and medical technology with clinical knowledge. Ortivus' solutions secure that the patient get accurate medical treatment and expertise instantly throughout the care process. This results in better medical outcome as well as improved efficiency for the entire health care system.

Ortivus is a listed company on NASDAQ OMX Stockholm Small Cap-list and was founded in 1985. It is based in Danderyd, Sweden. Ortivus has 40 employees in Sweden and Great Britain. More than 1,000 ambulances and 500 hospital beds are equipped with Ortivus solutions.

et medical is a development, manufacturing, marketing, and sales company of cardiovascular solutions, such as resting ECG's, exercise tests, ambulatory monitors and related software, and telemedicine applications. The company has operations in Europe as well as abroad, with direct operations in Italy, Spain and India. The et medical solutions are branded and known as CARDIETTE® and CARDIOLINE®.