

Opto Circuits set to introduce next generation medical products into world markets

Targets emerging and medical transport markets with modular options goes beyond cardiology with new angioplasty products

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Opto Circuits (India) Limited (OCI), India's indigenously grown international medical device company, is set to release its new generation medical technologies for the world markets. Many months of research, product development and approvals' process has finally culminated in 5 critical new offerings, 3 from its Wisconsin – based subsidiary Criticare Systems, Inc. and 2 from Bonn – based subsidiary Eurocor GmbH, ready to be introduced to distributors and clinicians around the world.

Criticare Systems, Inc. (CSI) is bringing in its first ever modular and green patient monitoring system - **eVision 9100**, signifying the dawn of a new era in CSI's history. This modular design with a touch screen display and an interactive user interface allows the base configurations to be easily upgraded in the field or factory. CSI's team has also developed a modular gas bench - **Poet® IQ 8500H**, that provides a unique combination of leading edge vital signs technology and anesthesia gas monitoring in a compact, modular system. Another new addition to the range is **eTraq**, a compact, portable, multi-parameter monitor specifically targeting the Transport Monitoring Segment. With these launches, CSI hopes to effectively address the patient monitoring requirements in large chain hospitals and other markets through tenders, opening up an entirely new customer base in the process.

Eurocor is ready with yet another path-breaking concept in occluding diseased arteries of the heart – **MAGICAL®**, a CE-marked novel drug-eluting option that combines a bare metal stent with a drug-coated balloon for rapid healing without long-term anti-platelet therapy. The product is set to compete with conventional drug-eluting stent options for some applications. **FREEWAY**, a paclitaxel-eluting balloon dilatation catheter is slated to be a prime option for interventionists treating diabetic and atherosclerotic patients with peripheral artery blockages. Eurocor expects these two new products to help garner further market share in Europe and South Asia.

Mr. Vinod Ramnani, Chairman and Managing Director, OCI explains the importance of these new products to the consolidated growth of the company: "The non-invasive/ patient monitoring business received a much needed momentum with the acquisition of Criticare Systems, Inc. We invested time and effort in bringing out products that would not only help us penetrate larger hospitals and healthcare networks but also those that we can manufacture at lowest costs and offer the same cost benefits to patients around the world. The products are designed to offer high-acuity monitoring benefits to the clinician while still maintaining a portable, adaptable and hence modular nature making them suitable for markets with minimum healthcare infrastructure. Emerging markets like Latin America, Africa and South Asia are key target markets for some of these products."

He adds, "With Eurocor, we established our presence in the invasive/ stenting business with some great brands and disruptive technologies like **DIOR®**, our drug-eluting

balloon. With **MAGICAL®** and **FREEWAY**, we hope to further expand our addressable market by extending our product applications, thereby reaching a far wider number of medical professionals and interventionists. The coming months look promising in this regard as more data and case studies from trials will be available to present at various medical forums and to initiate registries in fast growing markets.”

OCI has also opened up its proprietary technologies for OEM partnerships. The company and its subsidiaries have recently entered contractual terms to private-label its gas analysis, vital signs and pulse oximetry modules for a few Fortune 500 medical device companies, addressing some of the world’s fastest growing medical markets.

OCI was awarded the prestigious ranking of being one of the **200 Best Under a Billion** Asian companies by esteemed business magazine **Forbes** in its fifth such Annual Listing in 2009; OCI garnered the ranking for the second consecutive year.