

Mediaid Inc. receives Brazilian regulatory approval to market and sell Pulse Oximetry products

Approval opens up new markets in other Latin American countries too

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Opto Circuits (India) Limited (OCI), India's leading manufacturer of medical diagnostics and interventional products, California-based international marketing arm, Mediaid Inc., announced the receipt of Brazilian FDA agency - Agencia Nacional de Vigilancia Sanitaria (ANVISA) - approval for marketing and sale of the Mediaid brand of US FDA-approved pulse oximetry (SpO₂) products (patient monitors & sensors) in the country and surrounding geographies.

Jayesh Patel, Director, OCI, commented, "Brazil is the largest medical device market in Latin America and an access into the country's healthcare industry will help enhance peripheral geography sales too. Growth in Brazil's private health insurance and a hospital modernization drive by the government along with a strong consumer demand for latest technologies will drive further growth. Our SpO₂ products are amongst the best in the world and we are confident of using the present opportunities to grow our market share in the geography."

Pulse oximetry (detection of arterial oxygen saturation and heart beat rate) is one of the five 'vital signs' that are monitored on a patient. Continuous oxygenation monitoring in hospitals and other critical care settings is now a standard of care.

Mediaid products that will be sold in Brazil are: Model M30, M34, M900, M960 and variants thereof.