

## Australia's Sporting Clubs Select Opto Circuits' Product

500 clubs in Victoria to be equipped with Cardiac Science Powerheart® AEDs

Bengaluru, India | Bothell, USA | 13 December, 2011

Opto Circuits' subsidiary and a global leader in automated external defibrillator (AED) and diagnostic cardiac monitoring devices, Cardiac Science Corporation, will supply hundreds of Powerheart® G3 AEDs towards the Campaign "Defib Your Club, For Life," to reduce deaths from sudden cardiac arrest (SCA) among athletes, officials and spectators in sporting clubs of Victoria, Australia.

The campaign was sparked by the on-field death of a young player, Stephen Buckman, in May 2010. Buckman, 19, collapsed from SCA during training. His teammates, including paramedic Andrew White, came to his aid and tried to revive him but were unsuccessful.

Post this incident, White became determined to equip all 750 football clubs in Victoria with easy-to-use portable AEDs. In May 2011, he launched the "Defib Your Club, For Life" Campaign to provide a safer environment for football players, officials and supporters. Funding for the Campaign came from the government, charities and individuals.

Through its partnership with Cardiac Science, the Campaign provides a comprehensive defibrillation program, including training, that is specifically tailored to the needs of sporting clubs.

"It has been extremely rewarding setting up an organization solely aimed at a fully tailored program for installing AEDs into sporting clubs. Our aim was to have a unique offering for sporting clubs and ensuring we selected the right AED for the comprehensive program, including features of reliability and ease of use," said White.

[Learn more about the program](#)

The program has won accolades from heart safety experts, who believe it will eventually go nationwide. Professor Christopher Semsarian, cardiologist at Royal Prince Alfred Hospital in Sydney, calls the campaign "an incredibly important effort."

"Cardiac Science is a proud sponsor of the campaign, working with more than a dozen national, regional and local organizations in an effort to reduce deaths from SCA at sporting venues in Victoria," said Dave Marver, Cardiac Science president and chief executive officer.

"Defib Your Club, For Life," aims to raise awareness of sudden cardiac arrest, assist clubs with fundraising for AEDs, lobby governments for funding and assist with the implementation of a public access defibrillator (PAD) program.

### About Cardiac Science

Cardiac Science, a wholly owned subsidiary of [Opto Circuits \(India\) Ltd.](#), develops, manufactures, and markets a family of advanced diagnostic and therapeutic cardiology devices and systems,

including automated external defibrillators ([AED](#)), electrocardiograph devices ([ECG/EKG](#)), cardiac [stress treadmill](#) and systems, [PC-based diagnostic workstations](#), [Holter](#) monitoring systems, hospital defibrillators, [vital signs monitors](#), [cardiac rehabilitation](#) telemetry systems, and [cardiology data management](#) systems (informatics) that [connect with hospital information](#) (HIS), [electronic medical record](#) (EMR), and other information systems. The company sells a variety of related products and consumables and provides a portfolio of training, maintenance, and support services. Cardiac Science, the successor to the cardiac businesses that established the trusted [Burdick](#)®, [HeartCentrix](#)®, [Powerheart](#)®, and [Quinton](#)® brands, is headquartered in Bothell, Washington. With customers in almost 100 countries worldwide, the company has operations in North America, Europe, and Asia. For information, call 425.402.2000 or visit <http://www.cardiacscience.com>.

**About: [Opto Circuits \(India\) Ltd.](#)**

Headquarters: Bengaluru, Karnataka, India  
BSE: 532391 | NSE: OPTOCIRCU

Opto Circuits (India) Ltd. (OCI) is a multinational medtech company in the business of design, development, manufacture and marketing of healthcare equipment and medical interventional products. The product profile includes USFDA-listed, CE-marked cardiac and vital signs monitoring systems, anesthesia and respiratory care equipment, automated external defibrillators, stents, PTA balloons, catheters, body implants and consumables. Some of OCI's well-known brands are [Cardiac Science](#), [Criticare](#), [Eurocor](#), [Ormed](#), [Mediaid](#) and [Unetixs](#). The company's key markets are North America, Europe and BRIC countries.

**Contact**

Opto Circuits: Anna Beck (+91 8105674545) / Nidhi Thind (+91 9591994196) | E: [media@optoindia.com](mailto:media@optoindia.com)

Adfactors PR: Neha Goenka (+91 22 22813565) | E: [neha.goenka@adfactorspr.com](mailto:neha.goenka@adfactorspr.com)

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