

# FINALLY

## One We Can All Use

Give your employees the highest chance of survival by providing access to the one AED they can all use.



# defibtech

Life-Saving Technology Within Reach



**FINALLY** One We Can All Use and take action

**FINALLY** One We Can All Use with confidence

**FINALLY** One We Can All Use because video shows us every move

**FINALLY** One We Can All Use in the event of a cardiac arrest in your workplace



Like a game of cards, life is full of risk and with 1,000 people suffering a cardiac arrest per day, having access to the right AED is the winning hand. The National Survival rate of 3% has risen as high as 74% in casinos simply because access to an AED was available, according to the New England Journal of Medicine.<sup>1</sup>

*"... men at age 40 in the U.S. have a one-in-eight chance of suffering sudden cardiac death over the rest of their lives"* explains Winslow in the WSJ.<sup>2</sup>

The Lifeline VIEW, by Defibtech, accommodates users of all levels and adapts videos instantaneously from initial contact through every heart beat (ECG). Animated video, crisp clear audio and rich text packaged in a stylish, lightweight portable console provides everybody the support needed to confidently take action and save a life.

1 Dr. Terence Valenzuela: *Outcomes of Rapid Defibrillation by Security Officers after Cardiac Arrest in Casinos.* (N Engl J Med October 26, 2000) 343:1206-1209  
2 Ron Winslow: *For Men at 40, Risk of Cardiac Death 1 in 8.* (Wall Street Journal: November 16, 2009)

**SUDDEN CARDIAC ARREST** is the abrupt loss of heart function in a person who may or may not have diagnosed heart disease. Each year, sudden cardiac arrest strikes more than 400,000 people — and without intervention, less than 1% of victims survive. In fact, sudden cardiac arrest is the leading cause of death in North America, and it can affect people of all ages — *any time and anywhere.*



## Lifeline VIEW

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#### The Benchmark in AEDs

The Lifeline VIEW, with its full-color, detailed, interactive videos, shows and tells the user how to save lives by providing clear audio, text and corresponding videos to walk the rescuer through every step needed to perform life saving techniques.

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#### An AED that Virtually Maintains Itself

The Lifeline VIEW is the benchmark in AED maintenance with a patented Status Screen that displays expiry dating and serial numbers of the pads and battery; since both automatically communicate their status with the AED as well as other critical maintenance items at the touch of a button.

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#### Training Videos – Practice Makes Perfect

Full-color training videos are designed so users may practice at their leisure. Training videos can be played at anytime and include both audio and text so everybody has the support needed to confidently take action and save a life.

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#### Lightweight, Compact and Durable

The Lifeline VIEW's streamline design is less than 3lbs, the approximate size of a hardcover novel and has passed the U.S. Military's "drop and shock" test. The Lifeline VIEW is the only AED crush tested to withstand up to 1,000 pounds.

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#### One We Can All Use

No other automated external defibrillator on the market offers a more bystander friendly solution to saving lives. AEDs with audio capabilities alone have not increased bystander intervention to sudden cardiac arrest victims.\*



#### Study Findings

\*45% of 1000 interviewed from an independent study said they would be more confident in using an AED that displays automated video instructions as well as verbal instruction in a rescue situation. 32% said they would be more confident to use an AED with a video screen that 18% with a screen that displays text.

\* Survey conducted by the Heart Rhythm Society published November 2010 found only 16 percent would use an AED.



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