



Deep Breeze Launches Unique, Non-Invasive, Radiation-Free Emergency Department Pulmonary Imaging System in the U.S.

Deep Breeze VRIxp™ - Respiratory Aid in Diagnosis and Monitoring System

LAS VEGAS (September 21, 2010)—Deep Breeze Ltd, the leader in Vibration Response Imaging (VRI™) technology, today announced that it is launching its VRIxp™ lung imaging system, for aiding in diagnosis and monitoring in the emergency department (ED). The Company will announce the U.S. launch at The American College of Emergency Physicians (ACEP 2010) annual meeting from September 28-October 1. The system is on display at booth #1464.

The VRIxp is a pulmonary imaging system that allows emergency room clinicians to see and monitor lung sounds without exposing the patient to radiation or an invasive procedure. Deep Breeze is setting a new standard in assessment of patients presenting with dyspnea in the ED using this unique Vibration Response Imaging technology. The VRI technology is based on one of the oldest known examination methods, lung auscultation with a stethoscope. The featured VRIxp system provides new clinical information that can aid in the diagnosis and management of a variety of lung conditions, such as congestive heart failure (CHF), chronic obstructive pulmonary disease (COPD), and asthma. The breakthrough radiation free VRI technology provides an objective measure of regional lung function and is mobile, so it can easily be used to provide information at the bedside and at the fingertips for fast, reliable results.

“Establishing an accurate diagnosis early on has a significant clinical and financial impact. The sooner the patient receives the right treatment, the better the outcomes potentially get. Early diagnosis will also help alleviate ED overcrowding through more efficient patient disposition”, said Charles Pollack, MD, Chair, Department of Emergency Medicine at Pennsylvania Hospital, Philadelphia, Pennsylvania, USA.

“The launch of the VRIxp system in the U.S. for ED physicians is an important step for us as a company. The VRIxp will bring objectivity and simplicity to ED physicians as they diagnose and treat patients presenting with dyspnea, and hopefully improve throughput in the ED,” said David Barton, President of Deep Breeze, USA.

The non-invasive and radiation-free lung imaging system records lung sounds from patented V-array sensors applied to a patient’s back. The system then uses sophisticated algorithms to convert data into images and quantitative regional lung information. Changes in tissue composition and airflow affect the vibration of sounds within the lung, which is reflected in the image and results produced by the VRIxp system.

“The VRIxp system is a unique, non-invasive tool that enables physicians to triage and manage patients rapidly and accurately, and potentially decrease length of stay in the ED, stratify patients, and improve patient outcomes,” said Rita Cydulka, MD, Professor and Vice-Chair, Department of Emergency Medicine, MetroHealth Medical Center, Cleveland, Ohio, USA.

About VRIxp™

The procedure takes only minutes in the ED setting and may be performed repeatedly to monitor the effect of treatments. Results are seen by the physician immediately and can be stored in a system database for future use. The radiation-free technology has been used in more than 3,500 patients worldwide without a single adverse event.



About Deep Breeze™

Founded in 2001, Israel-based Deep Breeze is a privately-held medical device company that is providing advanced pulmonary imaging with its proprietary patented technology, Vibration Response Imaging (VRI). The Company has conducted clinical studies globally to evaluate VRI efficacy in fields such as: general pulmonology, COPD, CHF, asthma, interventional pulmonology, lung cancer, lung transplant and critical care patient management, and is continuing to invest in clinical research for the purpose of expanding its product offering including now —home use for monitoring patients with chronic disease.

For additional information, please visit our website: www.deepbreeze.com or contact us:

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