

2008 North American Remote Patient Monitoring Healthcare Innovation Award

Noninvasive Medical Technologies Inc.

The 2008 Frost & Sullivan North American Healthcare Innovation Award in Remote Patient Monitoring is presented to Noninvasive Medical Technologies Inc. (NMT) in recognition of its superior innovation and vision in patient monitoring with its line of unique monitoring solutions. NMT's distinctive technology is on the cutting edge of remote monitoring. NMT provides not only existing monitoring solutions for remote use, but has developed several completely new types of monitoring designed specifically for general remote use. Utilization of new technologies such as these changes how we look at remote monitoring and truly deserves to be recognized for its innovativeness.

The Market Need

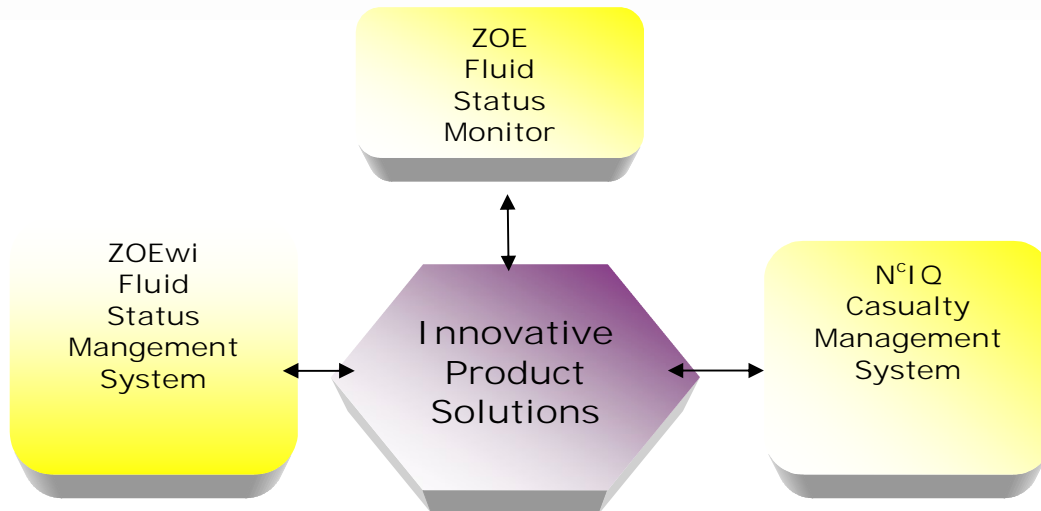
Patient monitoring is largely a mature market space. Many segments of the market have been in existence for many decades and have very established monitoring parameters. It is largely because of this situation, that new and innovative monitoring techniques are needed as the market is driven into new monitoring frontiers. Remote monitoring is at the forefront of these new frontiers. One of the many reasons that remote monitoring stumbled in its early years, ten to twenty years ago, is that, companies simply tried to take existing monitoring technologies and put them in a patient's home for remote monitoring. This dilemma has shown that just putting a system largely designed for hospital use in the home is not effective. New innovative techniques designed specifically around the dynamics of the North American remote monitoring market would be needed from remote monitoring to become more universally adopted. Focusing on simple, easy to use, and also affordable devices is key to producing a successful remote monitoring platform in the U.S.

NMT's Innovative Solutions

Developing new parameters and types of monitoring is at the cutting edge of the patient monitoring market, and NMT's product portfolio focus on just that, starting with the ZOE fluid status monitor. This lightweight, simple to use monitoring solution offers a different option for home monitored patients by measuring thoracic base impedance. More impedance to an electrical current means less fluid, and vice

versa, therefore this provides an objective measurement of fluid levels in the body. Where this monitoring parameter really begins to show its value is in the case of heart failure and other critical events related to hemodynamic status. It has been shown that a change in this Z-naught or base resistance is an early predictor in a re-hospitalization event. This device is currently available on the market, and it has been approved by the FDA for various conditions including heart failure, fluid management problems, and coronary artery disease (CAD) related events. Apart from this established function of ZOE monitoring, currently the ZOE monitoring device is being integrated in to a wireless fluid status management system. This system would primarily be used to prevent dehydration and has a broad market potential, ranging from emergency response to sports medicine to military applications. This system is currently submitted FDA approval.

Another innovative product being developed by NMT which lives up to the company's name is the NciQ casualty management system. This is a first-response system that is completely non-invasive, with the monitoring devices applied outside the shirt. The NciQ sensor is a small device that relies on similar impedance technology, but instead reflects electric signals against moving anatomical structures in the chest which is then integrated into NMT's patented IQ algorithm. From the resulting information parameters such as cardiac output, heart rate, and respiration can be measured and trended. To apply the monitoring system the user simply turns it on, waits for the device to vibrate when it finds a good signal on the chest, and then adheres it to the chest. Along with the sensor, the system consists of a complete belt ensemble and data management system. This system is still pending FDA approval, and has potential applications in many different kinds of emergency response. The use of complete non-contact monitoring such as this is a perfect example of innovation, and in many ways is the future of patient monitoring especially in remote settings.



Closing Comments

For its ability to understand and recognize market needs and then develop innovative technology solutions in the emerging remote monitoring space, Frost & Sullivan is proud to present the 2008 North American Healthcare Innovation Award in Remote Patient Monitoring to Noninvasive Medical Technologies Inc. (NMT).

Award Description

Frost & Sullivan's annual Award for Healthcare Innovation presented to the company that has introduced truly innovative products, practices, or ideas to the specified industry or segment. The company's innovative contribution(s) to healthcare make it possible to envision a new level of care in the diagnosis, treatment, and management of disease, leading to better outcomes and quality-of-life for patients. In addition, the company's innovative efforts may also lead to improvements in the tools that clinicians, diagnosticians, researchers, and healthcare administrators have at their disposal to improve quality and efficiency in provision of healthcare services. In the development of its innovative contributions to healthcare, the company has drawn from a substantial body of expertise in the clinical and scientific communities, leading to products, practices, or research and development initiatives that respond directly to the needs and insights expressed by thought leaders in the respective clinical specialties and/or industry segments.

Research Methodology

To choose the recipient of this Award, the analyst team tracks emerging and existing markets and evaluates the contributions of industry participants. This is accomplished through ongoing interviews with major market participants and/or industry thought leaders as well as secondary research. In order to select the Award recipient, analysts quantify several market factors for each market participant according to predetermined criteria that help to define innovation in healthcare. The analysts also consider the pace of technology innovation, and the potential relevance or significance of the innovation(s) to the overall industry. The ultimate Award recipient is chosen after a thorough evaluation of this research.

Measurement Criteria

In addition to the methodology described below, there are specific criteria used in determining the final ranking of competitors in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Potential for Long-term improvement to Healthcare
- Breakthrough approach / degree of differentiation innovation compared to other market participants
- Product innovation in terms of unique or revolutionary technology
- Penetration rate of new markets
- Significance of innovation in the industry
- Time to market
- Leading proactive initiatives to improve value to customers
- Advancement of the industry through research
- Implementation of a new or unique pricing strategy
- Implementation of a new or unique marketing strategy
- Creating new venues, such as online services, for an established product

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Frost & Sullivan

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