Agreement Establishes an Exclusive US License for 2 Patents in the Airway Management Market

The Associated Press

TEL AVIV, Israel--(BUSINESS WIRE)--Feb 20, 2012-- ETView Medical Ltd.

(TASE: ETVW) announced today that it has entered into an exclusive license agreement for 2 US patents with James S. Simon, M.D., of Tiburon, California. The licensed patents are U.S. Pat. No. 7,052,456, entitled "Airway products having LEDs", and U.S. Pat. No. 6,189,533, entitled "Endotracheal Intubation Device". Both patents complement issued and pending US and international patents held by ETView covering the VivaSight(TM)-SL Airway Management System.

ETView's patented VivaSight-SL is a single-use disposable medical device, consisting of a single lumen ventilation tube with an integrated continuous high resolution video imaging system. VivaSight is currently sold in Europe, Israel, and the US. VivaSight overcomes current endotracheal tube intubation limitations and associated adverse surgical events during lung isolation surgeries.1 Lung isolation is employed to provide one-lung ventilation in patients undergoing thoracic, cardiac, vascular, or esophageal surgeries.2 During lung isolation, temporary visualization of the patient airway is achieved with a fiberoptic bronchoscope while the patient is ventilated and the target lung isolated. Intra-operative surgical maneuvers often require repeated imaging and partial blocking of the airway to maintain lung isolation.3 It is estimated that over 1.9 million lung isolation procedures are conducted worldwide annually,4 accounting for over $250mm in single-use medical disposables.5 William Edelman, CEO of ETView Medical commented, "We are pleased to enter into a patent license agreement with Dr. Simon." Mr. Edelman continued, "As an innovator in medical device technology, we recognize and respect the contribution of individual inventors such as Dr. Simon in the creation of new and important technologies. Our VivaSight(TM) airway management system provides best-in-class solutions for sophisticated thoracic surgical procedures requiring lung isolation." During February 2012, ETView announced distribution agreements with NeuroMed Ltd. (NeuroMed) a surgical products sales and distribution company based in St. Petersberg, Russia, and State of the Art (SOTA) Medical Products, Inc., a specialty surgical products sales and distribution company, based in Cedar Grove, New Jersey.

On December 12, 2011, ETView announced that the company has successfully completed filing of a Pre-Marketing Notification Application (510(k)) with the US Food and Drug Administration (FDA) for the VivaSight(TM)-DL Airway Management System. VivaSight-DL6 is a proprietary, single-use disposable medical device, consisting of a dual lumen airway ventilation tube with an integrated continuous high resolution video airway imaging system permitting airway control and lung isolation during certain surgical procedures.

ETView has pioneered development of the VivaSight platform (previously known as TVT(TM)), combining an airway ventilation tube with integrated continuous high resolution airway imaging for patient airway control and lung isolation capability (eliminating the need for fiberoptic bronchoscope7 imaging during these procedures).

About James S. Simon, M.D.

James J. Simon, MD, is currently on staff at Kaiser Permanente (California). Dr. Simon has served for 19 years as a Medical Consultant to the Federal Aviation Administration, andhas served as the contract flight surgeon at the Oakland Air Traffic Control Center for the last 19 years. Dr. Simon was a founding editorial board member of JACEP (Journal of the American college of Emergency Physicians) and the Annals of Emergency Medicine. Dr. Simon completed his medical training at the Chicago Medical School, 1968.

About ETView, Medical, Ltd.

ETView Medical Ltd. (TASE: ETVW) has pioneered development of the VivaSight(TM) platform (previously known as TVT(TM)), combining an airway ventilation tube with integrated continuous high resolution airway imaging for patient airway control and lung isolation capability (eliminating the need for fiberoptic bronchoscope8 imaging during these procedures). VivaSight(TM)- SL, a single-use disposable medical device, consisting of a single lumen ventilation tube with an integrated continuous high resolution video imaging system is currently sold in Europe, Israel, and the US to overcome current limitations and associated adverse surgical events during lung isolation surgeries.9 It is estimated that over 1.9 million lung isolation procedures are conducted worldwide annually,10 accounting for over $250mm in single-use medical disposables.11 Forward-Looking Statement The Company estimations in this press release, including those estimations regarding the Company's predicted scope of business, constitute forward-looking statements, as such term is defined under the Israeli Securities Law (5728-1968), and there is no certainty that such estimations shall materialize. The Company's estimations are based on business assumptions, prior experience, and professional data. Due to various factors, foreseen and unforeseen, including, but not limited to, changes in market trends, competition, global or local economic conditions, and amendments of regulation, such estimations may not materialize in whole or in part, or materialize in a substantially different manner than anticipated by the Company.

1 Anesthesiology. 2006;105:471-477.2 Principles and Practices of Anesthesia for Thoracic Surgery. P. Singer (ed.) 20113 Anesthesia & Analgesia. 2009;108:1097-1014 National Health Statistics Reports Number 29, October 26, 20105 Company estimates on file6 Patent Pending7 Minerva Anestesiol. 2009;75(Suppl 1):1-4.8 Minerva Anestesiol. 2009;75(Suppl 1):1-4.9 Anesthesiology. 2006;105:471-477.10 National Health Statistics Reports Number 29, October 26, 201011 Company estimates on file CONTACT: ETView Medical, Ltd Bill Edelman, CEO Worldwide: +1 567 248 4821 In Israel: +972 72 260 7060 bill.edelman@etview.com [1] www.etview.com [2] KEYWORD: MIDDLE EAST ISRAEL INDUSTRY KEYWORD: SURGERY HEALTH MEDICAL DEVICES RESEARCH SCIENCE

GENERAL HEALTH SOURCE: ETView Medical Ltd.

Copyright Business Wire 2012 PUB: 02/20/2012 06:00 AM/DISC: 02/20/2012 06:00 AM http://www.businesswire.com/news/home/20120220005250/ [3]

Source URL (retrieved on *12/05/2013 - 1:22pm*):
http://www.mdtmag.com/news/2012/02/agreement-establishes-exclusive-us-license-2-patents-airway-management-market?qt-most_popular=0

Links:
[1] mailto:bill.edelman@etview.com
[2] http://www.etview.com
[3] http://www.businesswire.com/news/home/20120220005250/