Frost & Sullivan New Product Innovation Award Presented to Brainsway for Its Deep Transcranial Magnetic Stimulation (dTMS) Device

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LONDON, Feb. 28, 2012 /PRNewswire/ -- Based on its recent analysis of the neuro-psychiatric devices market, Frost & Sullivan recognises Brainsway with the 2012 Global Frost & Sullivan New Product Innovation Award. Brainsway's cutting-edge deep Transcranial Magnetic Stimulation (dTMS) is the only non-invasive technique that can be used for the treatment of depression and other neuro-psychiatric disorders without causing any significant side effects.

"The system has shown high efficacy compared to conventional treatment methods for depression and also the standard TMS systems that are currently used in the market," notes Frost & Sullivan Research Analyst Brahadeesh Chandrasekaran. "Opinion leaders across Europe and the United States are already using this device and the clinical evidence so far suggests that Brainsway's dTMS is highly efficient and extremely promising for the treatment of neuro-psychiatric disorders."

There are a few other TMS devices in the market that can activate brain surface cells. Brainsway's deep TMS, however, is the only device that can activate brain cells in deeper regions.

"The device has obtained the CE mark for treating depression, bipolar disorder, schizophrenia, post-traumatic stress disorder (PTSD) and Parkinson's disease," says Chandrasekaran. "It is on the last stretch of a multi-centre trial for obtaining FDA approval for treating depression and has received an IDE for starting another multi-centre trial in bipolar disorder patients."

In conventional treatment methods (both drug therapy and electro-convulsive therapy), patients are prone to high risk of side effects. In comparison, Brainsway's dTMS system is the only TMS system that allows direct, non-invasive activation of deep brain cells.

Its unique magnetic coil design produces the magnetic pulses required to activate the deeper brain structures without causing any side effects, eliminating the need for anaesthesia and ho
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