St. Jude Medical Announces Launch of Its MediGuide Technology

The Associated Press

ST. PAUL, Minn.--(BUSINESS WIRE)--Oct 8, 2012--St. Jude Medical, Inc. (NYSE:STJ), a global medical device company, today announced the launch of its MediGuide™ Technology, the first and only three-dimensional (3-D) navigation system intended for the evaluation of vascular and cardiac anatomy on a recorded fluoroscopic image instead of live fluoroscopy (a series of X-ray images). The use of recorded images allows physicians to reduce the duration of radiation exposure during cardiovascular procedures, revolutionizing medical imaging procedures in the electrophysiology (EP) lab.

“The launch of MediGuide Technology is significant as it allows clinicians to perform cardiac procedures with less fluoroscopy and the corresponding exposure to harmful radiation,” said Dhanunjaya Lakkireddy, M.D., cardiologist at the University of Kansas Hospital in Kansas City, Kan., the first medical facility in the U.S. to use the MediGuide Technology system. “This revolutionary system reduces the need for live fluoroscopy, while providing unprecedented views inside the heart, improving complex cardiac resynchronization therapy and cardiac ablation image-guided procedures for physicians, patients and medical staff around the world.” Similar to a global positioning system (GPS) that automobile drivers use to determine the location of their car on a map, MediGuide Technology allows physicians to see the precise location and orientation of MediGuide Enabled™ devices inside the heart. Using magnetic tracking to locate miniature sensors embedded in devices, such as the MediGuide Enabled™ Livewire™ Diagnostic Catheter and the CPS Excel™ MediGuide Enabled™ Guidewire, this technology applies 3-D visualization to previously recorded fluoroscopic images in real-time. Automatic adjustments are made to the recorded images to maintain an accurate real-time clinical representation compensating for cardiac motion, respiratory changes and patient movements in order to minimize workflow delays.

“MediGuide Technology is the only real-time cardiac navigation and visualization platform that allows physicians to reduce fluoroscopy during cardiac procedures,” said Frank J. Callaghan, president of the St. Jude Medical Cardiovascular and Ablation Technologies Division. “St. Jude Medical continues to be committed to developing technologies that minimize radiation exposure in the EP lab, improve procedural repeatability and increase clinical and economic efficiency.” Worldwide, physicians perform several billion radiation-based imaging studies annually, approximately one-third of which are in cardiovascular patients. According to the American Heart Association, the collective dose of ionizing radiation that patients annually received during medical tests increased among the general population an estimated 600 percent between 1980 and 2006. As a result, there has been a dramatic increase in human exposure to ionizing radiation.

MediGuide Technology integrates the Artis zee™ angiography systems, an innovative line of interventional radiology and cardiology imaging devices, from Siemens Healthcare. Combined, the technologies provide improved navigation during EP procedures.

About St. Jude Medical St. Jude Medical develops medical technology and services that focus on putting more control into the hands of those who treat cardiac, neurological and chronic pain patients worldwide. The company is dedicated to advancing the practice of medicine by reducing risk wherever possible and contributing to successful outcomes for every patient. St. Jude Medical is headquartered in St. Paul, Minn. and has four major focus areas that include: cardiac rhythm management, atrial fibrillation, cardiovascular and neuromodulation. For more information, please visit sjm.com.

Forward-Looking Statements This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties. Such forward-looking statements include the expectations, plans and prospects for the Company, including potential clinical successes, anticipated regulatory approvals and future product launches, and projected revenues, margins, earnings and market shares. The statements made by the Company are based upon management's current expectations and are subject to certain risks and uncertainties that could cause actual results to differ materially from those described in the forward-looking statements. These risks and uncertainties include market conditions and other factors beyond the Company's control and the risk factors and other cautionary statements described in the Company's filings with the SEC, including those described in the Risk Factors and Cautionary Statements sections of the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2011 and Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2012. The Company does not intend to update these statements and undertakes no duty to any person to provide any such update under any circumstance.

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