Christie Medical Holdings Introduces Innovative Image Capture Capability on Hand-Held VeinViewer Flex

The Associated Press

MEMPHIS, Tenn.--(BUSINESS WIRE)--Nov 13, 2012--Christie Medical Holdings Inc. today announced the company will soon introduce the innovative Image Capture capability, an addition to the ASSESS Imaging Suite on VeinViewer ® Flex, the company's 5th generation VeinViewer device.

Image Capture, which existed on larger previous models but for research purposes only, allows medical professionals to capture and store 200 images on the device and transfer them to hospital or physician office information systems. The feature is HIPAA-compliant, as no patient information is stored on the device. Image Capture is especially useful when performing vein mapping, tracking previous venous access points and noting before and after results of sclerotherapy procedures.

By introducing Image Capture, Christie is delivering on a promise to continually develop and bring new innovation to its portfolio of products and exclusive ASSESS imaging capabilities.

"Christie is committed to developing a full portfolio of products and software based on the needs of customers and what is most useful and applicable to serving their patients," said Chris Schnee, general manager and vice president of sales and marketing at Christie. "We've done this again by continuing to innovate bringing Image Capture to Flex as another Christie exclusive." Before the end of the year, additional value for Image Capture will be offered through the Customer Loyalty Program and the FreshStart Competitive Trade-In Program, Christie's solution for customers who are unhappy with their current peripheral vascular access device. The FreshStart opportunity allows customers to trade in a competitive product, and apply the trade-in value towards the purchase of a VeinViewer. FreshStart has become very popular as customers recognize the quality of Christie's portfolio of vein imaging solutions, and the company continues to see an increase in FreshStart trade-ins. Christie strives to provide programs that bring value to the customer both before and after the sale.

VeinViewer is the only direct-projection vein illumination device clinically proven to improve peripheral vascular access while reducing the number of sticks and greatly improving patient satisfaction*. Christie now boasts three product offerings, including the VeinViewer Vision, VeinViewer Vision XTND and VeinViewer Flex. All VeinViewer products include Christie's exclusive AVIN™ (Active Vascular Imaging Navigation), which is utilized in pre-, during and post-vascular access.

VeinViewer provides a number of benefits to practitioners and patients, from easing the process during a pediatric blood draw to improving vascular access for a cancer

patient. Patients and practitioners will see improvement in vascular access procedures, patient outcomes and cost savings. Evidence demonstrates that VeinViewer increases successful vascular access, reducing pain and increasing patient satisfaction. Among the benefits that practitioners can expect are improvements in patient throughput; a reduction in secondary procedures and treatment delays; and an increase in referrals and revenue.

To learn more about VeinViewer, please visit www.veinviewer.com [1].

* Statistical references available upon request.

About Christie Medical Holdings Inc. Christie Medical Holdings Inc. is a global company based in Memphis, Tenn., that discovers, develops and commercializes medical technologies. The company's market-leading product, VeinViewer ®, is a mobile vascular imaging system that allows health care providers to clearly see accessible vasculature in real time, directly on the surface of the skin. Christie Medical Holdings Inc. is owned by Christie Digital Systems Inc., a global visual technologies company and a subsidiary of Ushio Inc., Japan (JP:6925). For more information on Christie Digital Systems or Christie Medical Holdings, visit www.christiedigital.com [2].

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