

MEDICA 2008

19 - 22 November, Dusseldorf, Germany

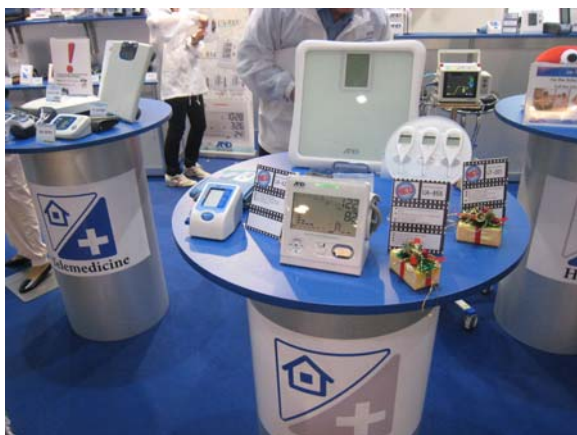
Reported by Shinji Kawabe, International Division

► Despite the worldwide financial crisis, MEDICA 2008 was able to confirm its status as the leading forum for medicine. This year, participants had a front row seat to witness the most events in the history of MEDICA, which includes a four-day trade fair, a MEDICA Congress and a German Hospital Congress. When the events came to a close, there were 137,000 registered visitors, 40% of which had come from abroad. The 4,313 exhibitors participating at MEDICA did not disappoint the visitors and put a vast spectrum of new products and services on display.



► Our new concept “[Bridging Home and Hospital](#)”

This year, we wanted to show the complete repituar of our innovations as a Japanese manufacturer that for over 20 years has been providing medical products (professional and personal) that serve the home and hospital, as well as institutes and research centers. In keeping with this goal, we divided our products on three show tables, Home, Hospital and Telemedicine. I was personally very pleased as we received many inquiries from visitors who were knowledgeable about the reliability and unique advantages that have become synonymous with our products. I believe they were looking for real quality or “HONMONO.”





► New Products

- [UA-85X Series](#) – featuring our new UA-854 and UA-855 models.

In order to provide you with more information to help you better manage your blood pressure, some of our new blood pressure monitors are equipped with [an AM/PM TimeWise™ Memory Recall, a Room Temperature Display, a Histogram, and a WHO BP Classification Graphic Indicator](#). Please take a moment to look through [the UA-855 Step Guide](#) for a quick overview of this innovative blood pressure monitor.

Not to be outdone by our blood pressure monitors, one other product that seemed to generate a lot of talk at the exhibition was our Doctor Pro 3 Blood Pressure Analysis Software.

- [Doctor Pro 3](#) Blood Pressure Analysis Software is compatible with the [TM-2430](#) ABPM and the [UA-767PC](#).

Please read [“Why ABPM”](#) for more information. Other new products that we displayed at MEDICA 2008 included:

- UA-789XL for Extra Large Arms (42 to 60cm)
- UA-782 (Women’s BPM)
- UA-621 (New Compact Automatic Upper Arm BPM)
- UT-201 (Precision Digital Thermometer)

Please contact your ADC representative for further details.

► Telemedicine • Telehealthcare (<http://www.telemedicine.jp/>)

During a credit crunch investments are questioned with an especially critical eye. Reflecting the current need for more prudent spending, the audience at MEDICA took a particular interest in efficient devices that streamline the treatment process. A case in point is our telemedicine applications. Our well-known [Telemedicine products](#) (UA-767PBT, UC-321PBT etc.) were on demonstration at two locations. A&D participated in the Bluetooth SIG Pavilion, where all participants are required to have Bluetooth SIG membership. A&D is now a core member of the Continua Health Alliance, further enhancing A&D’s capacity to provide personal healthcare to the world.



► During the 4-day show, A&D held a karaoke dinner party to give our dealers and agents who had gathered from all around the world an opportunity to spend time together and unwind. More than 50 people joined the party and we all had a great time drinking and singing karaoke. The next MEDICA 2009 will be held from November 18th—21st and I am already looking forward to seeing everyone that I met at MEDICA 2008 again. See you in Dusseldorf next year!!

