

## 18<sup>th</sup> European Meeting on Hypertension 2008

June 14-19, 2008, Berlin, Germany

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This was the fourth time for A&D to exhibit its products at the European Society of Hypertension (ESH) Meeting, which was held in Berlin, Germany, from June 14 – 19, 2008. This year Hypertension 2008 (<http://www.hypertension2008.com/>) was organized as a joint congress bringing together the societies of the 18<sup>th</sup> Scientific Meeting of the European Society of Hypertension and the 22<sup>nd</sup> Scientific Meeting of the International Society of Hypertension. More than 8,500 delegates from all over the world participated in this year's conference.



*The International Congress Center in Berlin*

A&D set the objective of promoting our wide range of products for professional and home use by emphasizing their added reliability, convenience and safety.

Our booth was located near the exhibition hall's entrance, and a lot of people stopped by to measure their blood pressure or just to satisfy their curiosity.





*The A&D booth at ESH 2008*

Many delegates were particularly interested in the UM-101 series, which attracted considerable attention because of its mercury-free sphygmomanometer. This new conscientiousness can be partly attributed to an increased interest in the last few years in global environmental problems by ordinary consumers and institutions, even at the government level. Reducing the amount of mercury in the environment is of particular interest to the European Union (EU), currently the world's largest supplier of mercury.

The European Commission has created a global initiative to “ban mercury exports by 2011” through the implementation of a comprehensive mercury strategy. The elements of this strategy include “Global action,” “Reducing EU demand,” “Addressing EU surpluses,” “Reducing EU emissions,” “Protecting against EU exposure” and “Improving understanding.” We expect this movement against the mercury problem to expand across the globe.

● **UM-101 Mercury-Free Sphygmomanometer**



A&D is extremely proud to recommend this environmentally friendly product!

Among other highlights for A&D were our telemedicine products, blood pressure monitors (UA-767PBT and UA-767PC) and precision health scales (UC-321PBT&UC-321P). After being launched a few years ago, these products are now in wide use. Today, our customers can perform their measurements even more effectively by remotely linking our Telemedicine products to other technologies, such as [MOREPRESS](#) —an internet service for telemonitoring home blood pressure and other vital signs.

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***At this year's ESH2008, Dr. Omboni was on hand to demonstrate the convenience to patients and doctors of linking our UA-767PC, UA-767PBT, TM2430 and UC-321PBT to "MOREPRESS." Users can send the results of their measurements to their doctors from home using this service***

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**MOnitoraggio REmoto della PRESSione**  
Monitoraggio domiciliare della pressione arteriosa e del peso corporeo via Internet. **MOREPRESS**

The diagram illustrates the MOREPRESS telemedicine system. It features several components: UA 767 PC (Automatic blood pressure monitor with serial connection), UA 767 PBT (Automatic blood pressure monitor with Bluetooth technology), UC 321 PBT (Precision weighing scale with Bluetooth technology), and TM 2430 (24-hour blood pressure monitoring device). These devices are connected to a central server labeled 'Interfaccia SLM (D)'. The server generates reports in PDF format and sends them via email. The diagram also shows a computer monitor displaying the MOREPRESS interface.

**A&D** A&D Medical      **INTERMED**      **Biotechmed** Apparecchiature Elettromedicali Servizi di Telemedicina

A photograph showing two men in business attire standing at a booth. One man is pointing at a computer monitor displaying the MOREPRESS interface, while the other man looks on. The booth is equipped with various medical devices and informational materials.

(For more information on our Telemedicine activities, please click on the link: <http://www.telemedicine.jp/>).

Before coming to a close, I would like to thank Mr. Stefano Omboni of Biotechmed Italy, Mr. Mauro Comotti of INTERMED Italy, and our crew from A&D instruments in the U.K, Mr. Mike Telford, for their support.



Hypertension 2008 was a wonderful forum to introduce our products to participants. A&D

will definitely attend the 19<sup>th</sup> European Meeting on Hypertension and we are looking forward to seeing you next year!

Note: The 19<sup>th</sup> European Meeting on Hypertension will be held in Italy from June 12<sup>th</sup> to 16<sup>th</sup>, 2009 (<http://www.esh2009.com/>).