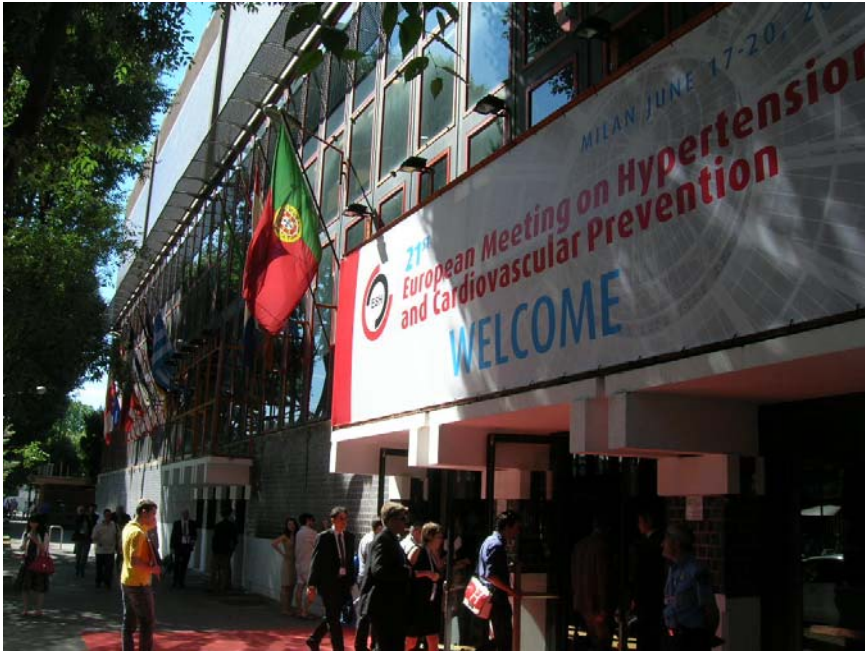


# 21<sup>st</sup> European Meeting on Hypertension and Cardiovascular Prevention

Reported by Yoshiaki Kimura, International Division

The 21<sup>st</sup> Scientific Meeting of the European Society of Hypertension (ESH) was held from 17<sup>th</sup> to 20<sup>th</sup> June 2011 at the Milan Convention Center (MIC).



A number of academic symposiums and sessions were held over the 4 days. Along with the seminar halls, there was a floor of exhibition booths by pharmaceutical companies and device manufacturers.



A&D was one of them and we showed our variety of products and activities that are related to the study of hypertension.



One of the most appealing was the D-CAP activity and its demonstration kit.

A TV screen ran news on the disease risks for those who survived the Great East Japan Earthquake and it reported on the remote health monitoring system that was led by our activity, D-CAP.

The exact same system was present at the A&D booth. There were some ID cards with FeliCa (NFC) chips inside. Users start measurement of blood pressure with either the UA-767PBT-C or TM-2656PBT-C after touching a HUB with a card.

When the measurement is done, the data is transmitted wirelessly to a PC and stored in a database on web-based software.



We exhibited our brand new series of blood pressure monitors for home use, the UA-1000. Three models are available and a new feature, TriCheck™, caught the attention of people when we explained that it follows the procedure recommended by the AHA (American Hypertension Association).

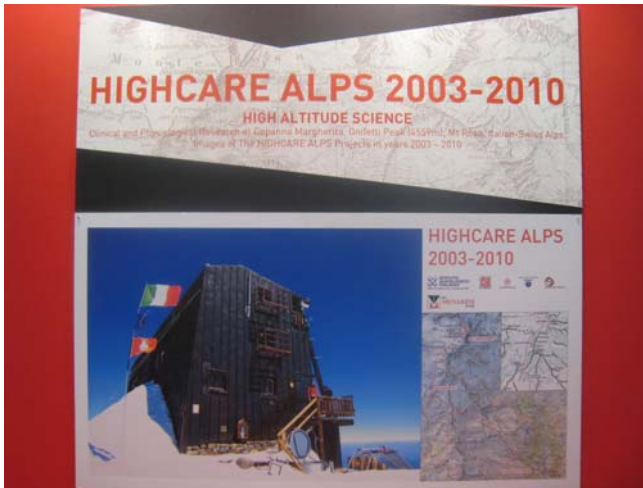


The exhibition visitors were mainly Medical Doctors, Cardiologists, and GPs. The majority of those who visited the A&D booth inquired about our ABPM, the TM-2430. They listened to our explanations very carefully regarding the unique features of the monitor, its convenience of use, its useful software, and so on.

A&D has been involved in clinical study projects, such as HiCare, JAMP, and Care Asia where our TM2430 is being used. Posters that described these activities also caught the eye of the visitors to our booth.







Many people stopped in front of UM-101 banner and checked out the performance of the demo product. It works like a mercury sphygmomanometer but it's mercury free, which makes it highly evaluated in terms of environmental protection.



All A&D professional blood pressure monitors are clinically validated, which is one of the biggest concerns for doctors and GPs. We believe the presence of the A&D booth at ESH 2011 further enhanced our company image, which is "Technology You can trust".

