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Press Release

New innovation protects victims of cardiac arrest in the workplace

A new medical innovation has made it possible for non-medically trained staff members to revive a victim of sudden cardiac arrest in the workplace. Sudden cardiac arrest or SCA is the World's biggest killer killing 70,000 people in the UK alone every year. In the past a victim has to rely on an Ambulance crew to attend but this severely reduces the chances of survival for the victim.

If a victim receives defibrillation within three minutes the chances of survival are 70%. Every minute that the heart is not beating lowers the odds of survival by 7%. After 10 minutes, the chances of survival are negligible. CPR can buy a little time but ultimately SCA requires a shock to restore a normal heart rhythm.

Ambulances have a target to arrive within 8 minutes, reducing the victim's chances to very low levels but with workloads and modern traffic problems this response time is usually much greater. Ambulance Authorities actually recommend and promote the deployment of AED's in public areas and the workplace in order to drastically increase survival rates.

With AED's (Automatic External Defibrillators) located in workplaces, life saving care can be delivered almost immediately and studies in the USA have shown survival rates in places such as shopping malls and airports increased from less than 5% to over 70%. The Lifeline AED was designed specifically for use by 'lay' responders with no medical training, in order to give immediate live saving care to a victim.

Businesses not only provide services to their countless customers, they also have a duty of care for their employees. Given the number of people present and the considerable amount of time and activity spent in the work place, the chances of someone suffering cardiac arrest on your premises are very real.

SCA causes the heart's normal rhythm to suddenly become chaotic, with the heart can no longer able to pump blood effectively. The victim then collapses; stops breathing; becomes unresponsive; and has no detectable pulse. SCA can strike anyone and at anytime. Although the risk of SCA increases with age and in people with heart problems, a large percentage of the victims are people with no known risk factor.



SCA is an electrical problem with the heart and should not be confused with a heart attack which is a pumping problem. Sometimes a heart attack, which may not be fatal in itself, can then trigger a sudden cardiac arrest.

Defibrillation is the only treatment proven to restore a normal heart rhythm. When used on a victim of SCA, the automated external defibrillator (AED) can be used to administer a

lifesaving electric shock that restores the heart's rhythm to normal. AEDs are designed to allow non-medical personnel to save lives.

The Lifeline AED was developed by experienced multidisciplinary engineering teams and incorporates state-of-the-art digital signal processing techniques and advanced ECG analysis algorithms. This enables the device to exceed the European Resuscitation Council and American Heart Association performance recommendations, giving the user confidence and correct therapy is being delivered.

The unit is very simple to operate and can be used by either medical or non-medical personnel. Voice prompts guide the rescuer through the steps involved in saving someone's life, including calling an ambulance and performing CPR in compliance with new 2005 Resuscitation Council guidelines. The AED is self-contained with pre-connected pads and a lit status indicator. It also features an audible alarm if an internal problem is detected when performing self-tests.

A computer inside the unit analyses the patient's heart rhythm and determines if a shock is required to save the victim. If a shock is required, the AED uses voice instructions to guide the user through saving the person's life. Safeguards designed into the unit means that non-medical responders can't use the AED to administer a shock if the system determines that no shock is required.

Now there is something that can be done to improve the odds for your customers and employees that is easy to use and inexpensive to buy.

Durable, cost-effective, low-maintenance, and easy to use Lifeline AED is perfectly suited for the unique needs of the business environment.

The Lifeline AED is technologically advanced enough to include all the critical features necessary to provide the most advanced treatment for sudden cardiac arrest, yet so simple and un-intimidating to use that even non-medical personnel can effectively save lives.



Key features & benefits of the Lifeline AED:

- Active status indicator – shows unit status whilst deployed
 - Clear voice prompts – step-by-step guide to the operation of the unit
 - Pad connectors – visible pad connectors show the pads are connected
 - Handle – roomy rubberised handle makes AED easy to carry even in gloves
 - Big buttons – oversized & brightly lit 'power on' & 'shock' buttons mean even the most nervous hands will hit the mark
 - Battery pack – Simple battery pack replacement after 5 or 7 years
 - 'Over moulding' – rubberised surfaces enhance grip & ruggedness of unit
 - Progress light – give user clear visual text guidance
 - Complete package – Unique case design with integrated pad storage in the back means the unit is complete without lids or additional case
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For further information on the Lifeline AED please contact:

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