

## PRESS INFORMATION



### The new Lifeline® Automatic External Defibrillator

#### Life saving device, designed for untrained players or staff to save a life

Around 140,000 people die from sudden cardiac arrest each year in the UK. It's our biggest killer and can happen to anyone, anywhere and at anytime. Yet another statistic to take in, but one which doesn't hit home until it happens to someone you know, a relative, a friend, a colleague or perhaps a customer.

You offer golfers a retreat, a place to relax and play the game they love. You have the luxurious club for members to celebrate their wins or drown their sorrows, the perfect and idyllic driving range, state of the art equipment, and the famous annual 'men's dinner'. But do you have the one piece of equipment that could save the life of a golfer, should they become a victim of the world's biggest killer?

You are responsible for protecting the lives of golfers on your course. They show you dedication, a passion for the game and loyalty. If there is a fatality due to cardiac arrest on your course, what words could you possibly find to console their family, work colleagues and friends? Would they accept the excuse that you had no equipment to help – because you didn't have the time, the budget or the knowledge?

As a Duty of Care most Golf courses now have AED's (Automatic External Defibrillators) onsite in order to provide the best care for any incidence of SCA that may occur on site.

You are probably now thinking that an AED means excessive cost, training, the need for medical staff and threats to your insurance.

However, this is not the case. Allow us to introduce the revolutionary Lifeline automatic external defibrillator. Portable enough to store anywhere on your premises, just like a first aid kit, engineered and developed for reliability by physicians at Yale University, and with no need for any medical training, anyone... yes anyone can save a life!

SCA is an electrical problem with the heart and should not be confused with a heart attack, which is essentially a pumping problem. SCA causes the heart's normal rhythm to suddenly become extremely rapid or chaotic or both, meaning the heart can no longer pump blood effectively. The victim will stop breathing and collapse, becoming unresponsive with no detectable pulse. Without appropriate treatment they will be dead within 10 minutes.

Treating a cardiac arrest is a race against time. To restart the heart and avoid damage to the brain, a defibrillator must be used as soon as possible. Defibrillation is the ONLY treatment proven to restore a normal heart rhythm. In the event of a cardiac arrest, the victim's chances of survival are reduced by up to **10%** for every minute that passes, without appropriate treatment they will be dead within 10 minutes.

In today's financial climate, budgetary constraints play a large part in the procurement of new equipment. The Lifeline AED from Martek can provide a cost-effective solution without compromising on quality.

The Lifeline AED uses advanced technology and automatically adjusts the shock delivery depending on the patient's chest impedance, ensuring they receive the most effective treatment.

The unit 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 so that even non-medical rescuers can effectively save lives. Voice prompts guide the rescuer through the steps involved, including calling the emergency services and performing CPR in compliance with new 2005 Resuscitation Council guidelines. The unit is self-contained with pre-connected pads, reducing the activity required to a minimum. Safeguards designed into the unit mean that non-medical responders can't use the AED to administer a shock if the system determines that no shock is required.

As standard, the units are supplied with a 5-year battery. The Lifeline AED is also available with an industry leading 7-year battery pack giving a standby life of 7 years, 300 defibrillation shocks, or 16 hours of continuous operating time including daily, weekly, monthly and quarterly self-tests. The unit also contains a separate 9V battery to power the active status indicator ensuring the main battery's power is only used for life saving treatment.

The Lifeline AED can also double as a training unit with the simple application of a clearly labelled training kit consisting of a training battery, training pads and a data card with the training software. These unique features eliminate the need to purchase both a live unit and a training unit. Martek also supply dedicated standalone training units for those with no requirement for a live unit.

The Lifeline offers these additional features & benefits:

- Active status indicator and clear voice prompts
- Pad connectors – visible pad connectors show the pads are connected
- Rubberised handle and sides protect from impact damage and allow carriage at high speed in hostile conditions even in gloved hands
- Big buttons – oversized & brightly lit 'power on' & 'shock' buttons mean even the most nervous hands will hit the mark
- Weatherproof – IP54
- Unique & award winning design means the unit is self-contained with no need for lids or an additional case
- Standard AED can also be used as trainer unit
- Unique seven (7) year battery option
- Data Card - simple future upgrades or legislative changes with no need for PC interface or servicing
- Audible alarm if an internal problem is detected when performing self-tests

Lifeline is an automatic defibrillator;

You can save the life of a customer from the world's biggest killer; don't you think it's time to give yourself a lifeline?

For further information on the Lifeline AED please contact: Martek Ltd

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