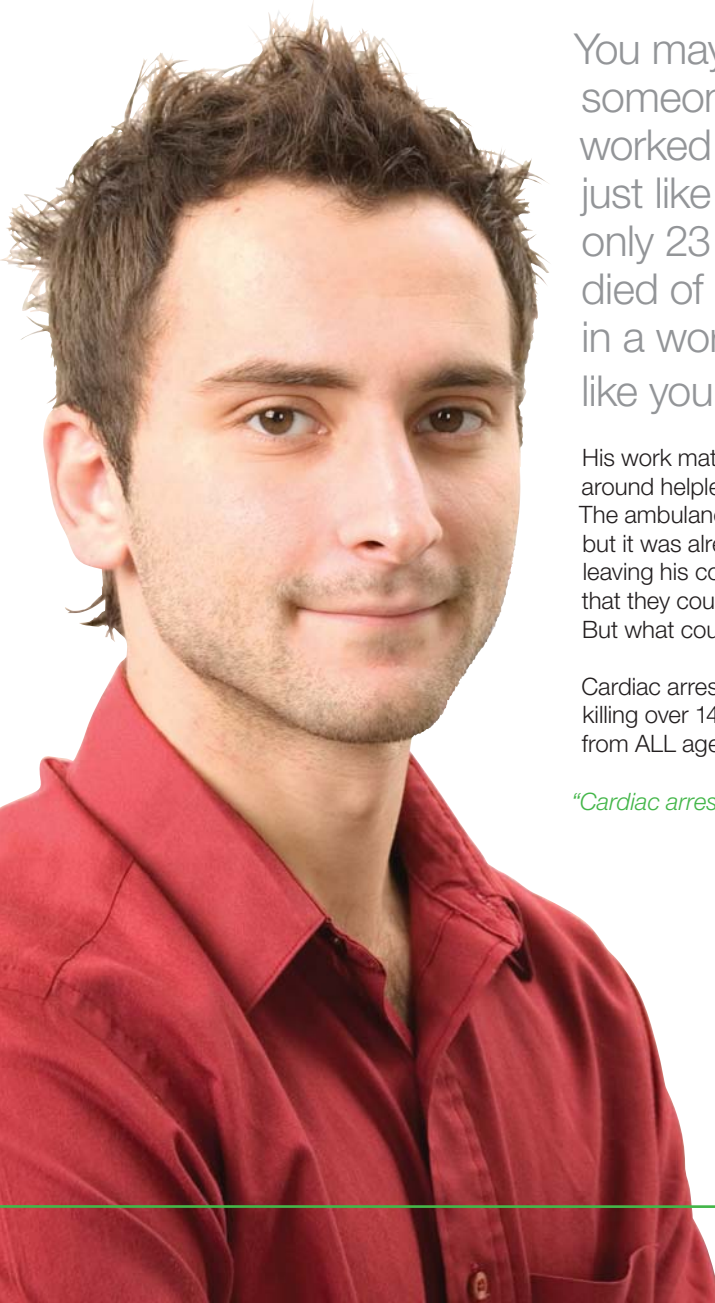


# LIFELINE®

by name, lifeline  
by nature.



# Could you save Joe?



You may know Joe or someone like him. He worked for a company just like yours. Joe was only 23 years old but died of a cardiac arrest in a workplace just like yours.

His work mates had no choice but to stand around helpless, while the chaos unfolded. The ambulance arrived within 8 minutes, but it was already too late. Joe died, leaving his colleagues upset and angry that they couldn't do anything to help him. But what could have been done?

Cardiac arrest is the world's biggest killer, killing over 140,000 in the UK last year from ALL age groups.

*"Cardiac arrest is the UK's biggest killer."*

If your company experienced a death due to cardiac arrest, what words could you possibly find to console the victim's family and friends? Would they accept the excuse that you didn't have the equipment to help?

With a LIFELINE® on-site to save Joe, he would be getting married this year, and his work colleagues, family and friends would have been toasting him and wishing him good luck. Instead, they were bidding him farewell at his funeral.

LIFELINE® is the world's simplest automated defibrillator designed to enable anyone in your workforce to save a colleague's life. Just two oversized buttons to press and calm, clear voice prompts – even a child could use it.

You can save the life of someone like Joe from the world's biggest killer. Don't you think it's time to hand your people a LIFELINE®?

*"Saving lives at the push of a button."*

"It strikes without warning, killing over 140,000 people per year in the UK"

# LIFELINE® automated external defibrillator (AED)

## Saving lives at the push of a button

LIFELINE® is the simplest AED to use, and has been designed by physicians so that ANYONE can save a life. In a study by the University of Illinois involving 5 market leading AEDs, participants were able to deliver a defibrillation shock with the LIFELINE® AED quicker and more successfully than with any of the other AEDs tested.

Clear verbal and visual instructions guide you through each step of the rescue. Combine this with the bright oversized buttons and an unthreatening look and you have the equipment to go through the process of saving a life.

LIFELINE® automatically detects when defibrillation is required, ensuring that treatment is only delivered when needed. The LIFELINE® AED is able to identify and treat VF, VT and SVT.

## Low maintenance

LIFELINE® is available with either a 5-year or industry-leading 7-year battery. LIFELINE® automatically carries out diagnostic tests with no additional servicing required. A bright status indicator ensures that you are confident that the LIFELINE® is ready to provide life-saving care.

“It can happen to anyone, even young athletes ”

“34% of companies with an AED have used it to save a life”

“Less than 5% of victims survive without an AED on-site”

“It kills more people than lung, breast and prostate cancer combined”

“13% of workplace fatalities are from SCA”





## Portable and lightweight

With a built-in handle and weighing just 1.9kg, the LIFELINE® AED is portable, lightweight and can easily be stored and carried to a victim's side.

## Hardwearing

The LIFELINE® AED is a durable piece of equipment, tested for use in even the most hostile of environments. The unit is weatherproof, and has rubberised handles and sides for ultimate protection from impact damage.

## Future proof

Your LIFELINE® AED can be upgraded on-site using unique data card technology. Within 3 minutes your AED can be updated with any legislation changes, at no additional cost.



## Your options

Your LIFELINE® AED comes with everything you need to save a life. Should you require it, we can offer a tailored package to suit you with the following options available:

- Storage solutions
- Training
- Paediatric pads
- Finance options

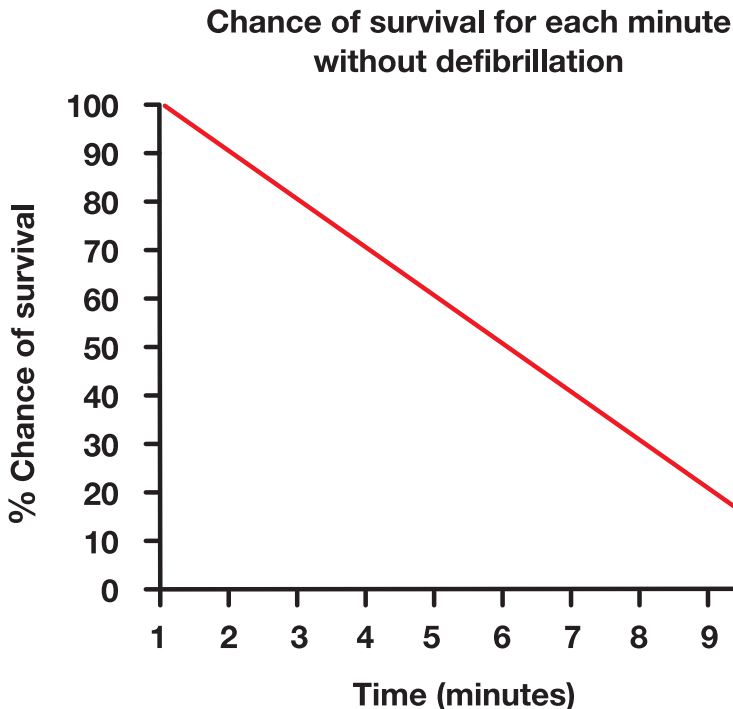
## Training

Martek offers a range of training options. Your LIFELINE® AED can be simply converted into a training unit for in-house training, or we can offer on-site certified training.



# About sudden cardiac arrest

Around 140,000 people die from sudden cardiac arrest (SCA) each year in the UK. It is the world's biggest killer and can happen to anyone, anywhere and at any time.



## Causes of sudden cardiac arrest

Anyone can suffer sudden cardiac arrest. SCA is unpredictable and really can happen to anyone, any time, anywhere – even to teenagers and yes, even to you! However, you are at a higher risk from SCA if you:

- have previously suffered a heart attack or heart disease;
- have a family history of heart problems;
- have unknown heart problems;
- are a victim of asphyxiation (drowning, choking, etc.);
- are a victim of electrocution;
- have an impact or trauma to the chest.

It's a race against time!

Survival rates drop by over 10% for every minute without defibrillation.

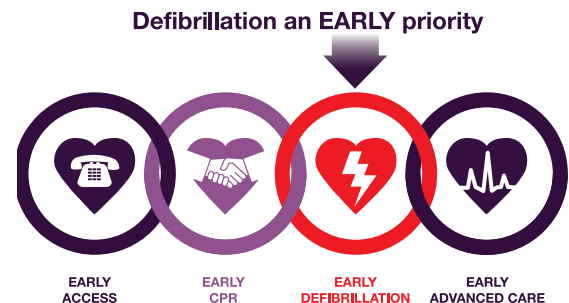
After 10 minutes, the chances of survival are extremely small.

With an automated external defibrillator (AED) on-site, defibrillation can take place within 3 minutes, and on average the chances of survival are drastically increased by up to 70%.

## The adult chain of survival

The adult chain of survival is a set of guidelines for the treatment of SCA. By taking the quick action recommended, the chance of saving someone's life is dramatically improved.

Is your workplace prepared for a sudden cardiac arrest?





## Who are we?

Martek is an ISO 9001:2000 quality assured company with a diverse customer base, including the British High Commission, The United Nations and JJB. We are the only AED supplier ever to be awarded two highly prestigious Queen's Awards for Enterprise in the 'Innovation' and 'International Trade' categories, and we pride ourselves on providing high quality and reliable life-saving equipment.



## Martek and the community

Martek is committed to working with communities to raise awareness of sudden cardiac arrest and promote effective treatment. We support and work closely with the Arrhythmia Alliance (A-A) charity, a group of patients, carers, medics and professionals dedicated to promoting a better understanding, diagnosis, treatment and quality of life for individuals with cardiac arrhythmia.

## LIFE LINE

### Customers

The following organisations are just a few who have chosen the LIFELINE® AED to protect their work force:

Microsoft	Hewlett Packard	Vodafone
AOL	TycoLeo	2006 Winter Olympics

## Certification

Manufactured under ISO 13485:2003, cleared by the FDA and CE marked to the Medical Devices Directive 93/42/EEC.



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