

Opto Circuits launches campaign to promote heart safe environments on World Heart Day

Will deploy 50 AEDs at public institutions & important landmarks across India

Bengaluru, 29th September 2011

Opto Circuits (India) Ltd., a leading developer and manufacturer of medical equipment and interventional devices for the global markets, on the occasion of World Heart Day, launched a campaign to create awareness around sudden cardiac arrest (SCA) and the role of community-led emergency treatment efforts towards saving lives of SCA victims. As part of this campaign, Opto Circuits will be presenting 50 patented US FDA listed Rescue Ready[®] Powerheart[®] Automated External Defibrillators (AEDs) to 50 organizations and public institutions across India. AEDs will be installed, on a pro bono basis, in schools, parks, stadiums, clubs, government buildings, public transit locations, corporate offices, and even at important landmarks that experience high density public gatherings –places where anyone is likely to be struck by SCA and is even more likely to have witnesses who can offer timely help.

Opto Circuits will also provide specialized training through professional trainers to core staff members of each such recipient organization. The campaign will stretch through the year, from World Heart Day 2011 to World Heart Day 2012.

Opto Circuits kicked off the campaign with a donation of a Powerheart[®] G3 Plus AED to Bangalore Metro Rail Corporation Ltd. (BMRCL). This will be the first AED to be installed in the Bangalore Metro Station to protect its commuters against sudden cardiac arrest. With an AED in the vicinity, millions of commuters who will pass the station every year can be assured that they are in a heart safe environment.

Vinod Ramnani, CMD, Opto Circuits, commented, " We want every Indian to know that there is hope for victims of sudden cardiac arrest and that the power to save a life lies in the hands of communities that strategically place Automated External Defibrillators (AEDs) in public buildings, arenas, airports, and emergency medical vehicles. "

Powerheart[®] AEDs are indicated for emergency treatment of victims exhibiting symptoms of sudden cardiac arrest and who are unresponsive and not breathing. Sudden cardiac arrest or SCA can strike persons of any age, gender, race, and even those who seem in good health, as evidenced by world class professional athletes who suffer from SCA at the peak of fitness. It is a life threatening condition that causes the heart to stop beating abruptly and can lead to death in minutes. According to the American Heart Association, the chances of surviving a sudden cardiac arrest diminish approximately seven to 10% with each minute that passes following the event. The most effective emergency treatment for SCA is use of public access defibrillation or AEDs to resuscitate a victim's heart until medical help arrives.

About: Sudden cardiac arrest (SCA) and automated external defibrillators (AEDs)

An estimated 40 million Indians suffer from at least one cardiovascular disease or disorder, making them susceptible to sudden cardiac arrest (SCA). Most people who are struck by SCA succumb to it—often within minutes. Defibrillation systems such as AEDs enable the detection and identification of life-threatening arrhythmias and when appropriate, deliver a shock to restore the normal heartbeat. Surviving SCA is linked directly to the amount of time between the onset of SCA and a defibrillation shock. Following SCA, every minute without a defibrillation



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shock decreases chance of survival by approximately 10% - precisely why AEDs are a must not just in hospitals but also in offices, schools, restaurants, malls, airports, libraries –just about any place someone could suffer from sudden cardiac arrest. AEDs can be used by bystanders to save the lives of SCA victims.

About: Opto Circuits (India) Ltd.

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Opto Circuits (India) Ltd. (OCI) is a multinational medtech company in the business of design, development, manufacture and marketing of healthcare equipment and medical interventional products. The product profile includes USFDA-listed, CE-marked cardiac and vital signs monitoring systems, anesthesia and respiratory care equipment, automated external defibrillators, stents, PTA balloons, catheters, body implants and consumables. Some of OCI's well-known brands are [Cardiac Science](#), [Criticare](#), [Eurocor](#), [Ormed](#), [Mediaid](#) and [Unetixs](#). The company's key markets are North America, Europe and BRIC countries.

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