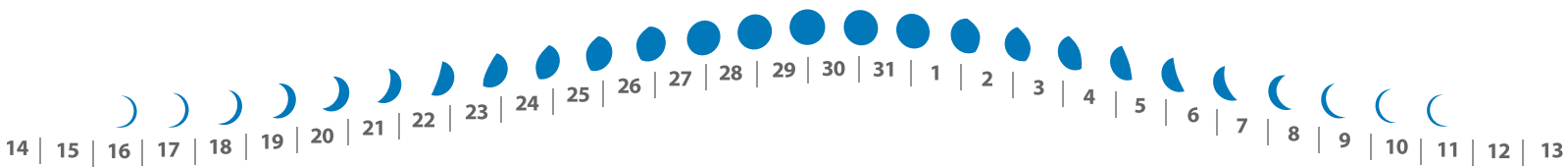
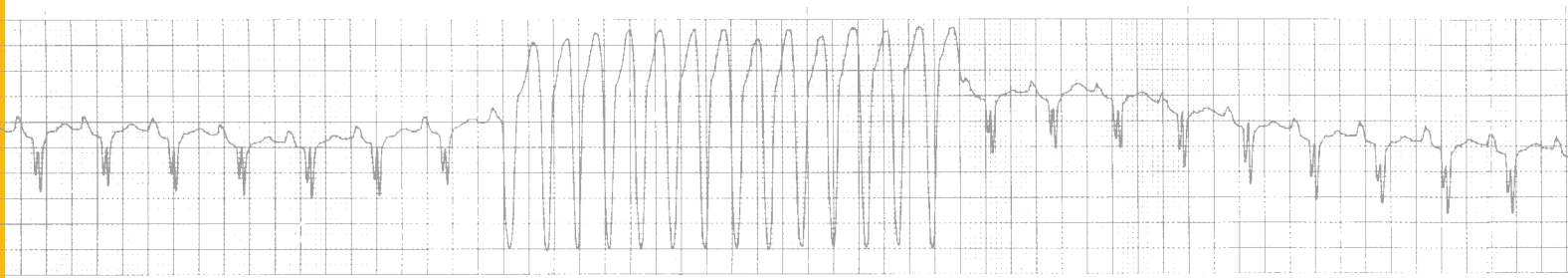




Genesis™



...the ultimate in 30-day cardiac event recorders



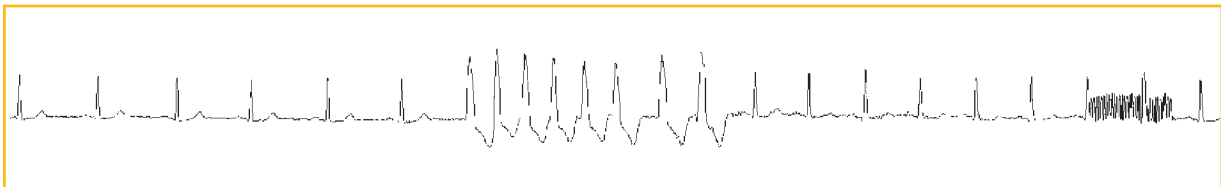
The Importance of Pre-Symptom Recording

The results are undisputed. When you apply the electrodes after the fact, as with post symptom recorders, you will miss 90% of the offending arrhythmias. By the time the patient places the recorder to their chest, they are usually back in sinus rhythm (resulting in a 90% false negative rate).

Don't be misled by the rare prolonged tachycardia that might be caught with a post event recorder. Most symptomatic arrhythmias are too short to be caught unless the electrodes are worn continuously.

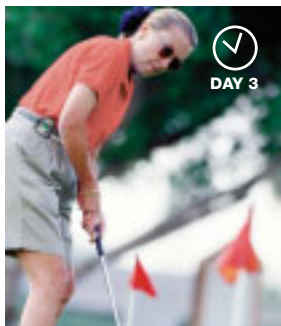


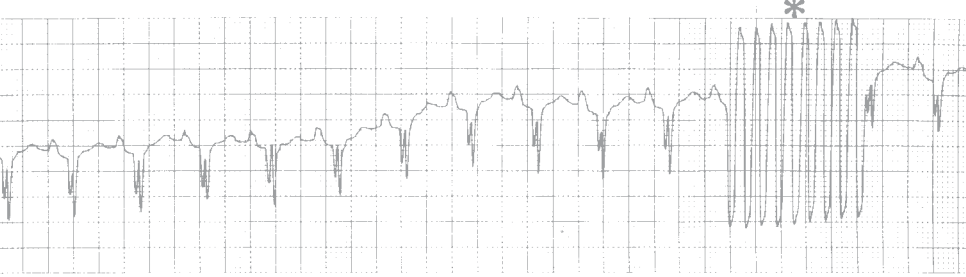
TYPICAL SYMPTOMATIC EVENT



By the time the patient feels the symptom and pushes the button, in 90% of the cases they are back in normal rhythm. Post-event recorders cannot capture these events and therefore result in a 90% false negative rate.

Most patients, when they understand the difference, will choose the 100% accuracy of pre-symptom recording over the 10% accuracy of the other technology. Certainty brings peace of mind. The accuracy of pre-symptom recording will win out every time with your patients.





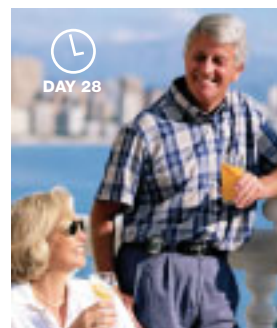
Genesis™ is the smallest and smartest event recorder on the market.

Maximizing the yield and accuracy of the 30-day cardiac event recording was paramount in the design of the Genesis recorder. As the pioneer of the 30-day memory loop technology, and with over 20 years of testing experience, this fourth-generation recorder captures the offending arrhythmias while minimizing false negatives.

Genesis is designed to virtually eliminate failed transmissions and missed events due to faulty electrodes or batteries.



- **1 or 2 ECG channels** to maximize accuracy and provide critical redundancy.
- **Memory capacity**—typically four 2-minute events but easily programmable for up to 8 minutes of 2 channels (invaluable for syncopal patients).
- **Programmable multi-speed transmissions**—1x or 3x (4x on request).
- **Automatic lead off detection**—beeps the patient when electrode, lead wire or cable is off or defective (saves wasted transmissions and increases yield).
- **Exclusive MultiTasking** allows simultaneous recording and transmitting.
- **Patented Reverse ECG transmission**—allows most critical data to be transmitted and displayed first.
- **Programmable** for up to 8 events.
- **LCD Display for user friendliness**—indicates number of events stored, battery and electrode integrity (maximizes nurse communication with, or during, assist of patient).
- **Programmable** pre- and post-recording (typical is 30 seconds post).
- **Real time ECG transmission**—allows automatic live transmissions both before taking memory transmissions and when patient is in distress and paramedics are enroute. This is an absolute must should the patient be in VT when calling in.
- **Automatic low-battery alert**—beeps and displays warning prior to battery depletion (why wait for a failed transmission to find that the battery is dead?).
- **Automatic baseline centering** keeps the ECG data on the 50mm strip.
- **Tactile button** gives feedback to patient.
- **Power supply**—1 coin cell battery (Li) exceeds 30 day usage.
- **2.25" x 3.25" x .625"** (belt clip, or hangs on pendulum, or fits in shirt pocket).



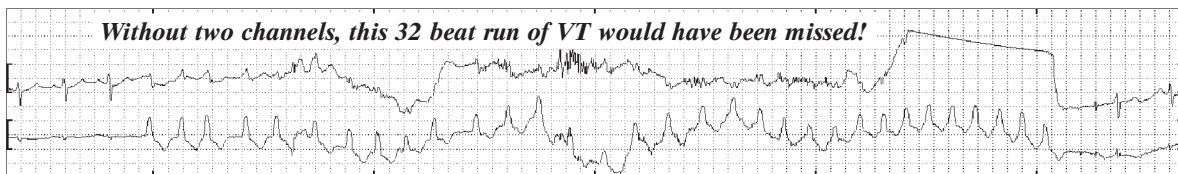
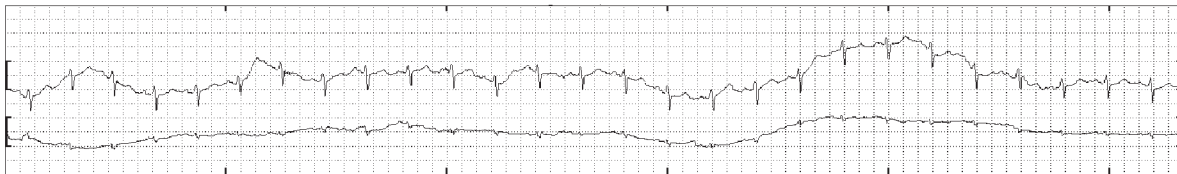


Genesis...

*when it is simply
too important to miss.*

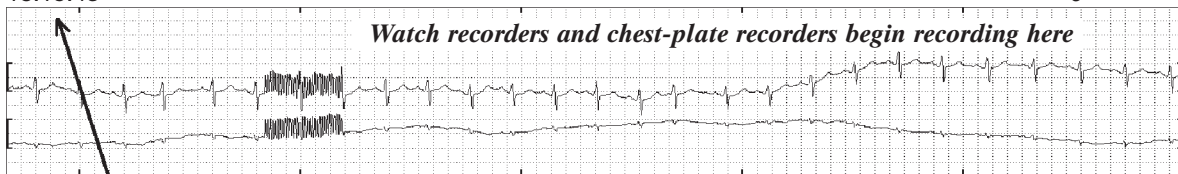
Symptom: Fluttering
Duration: 3 seconds
Interpretation: Sinus rhythm w/HR of 91-98BPM, with 1 run of ventricular tachycardia, lasting 32 beats
with rates of 125-193 bpm

Event 1 **Memory** **12.5mm/sec** **5.0mm/mV**



18:15:43

Day 28



Demonstrates the importance of around-the-clock receiving

This patient test demonstrates four critical features of the Genesis™ recorder:

- The vital need for the electrodes to be in place at all times. Without electrodes this episode would not have been captured (it was this patient's only event of the month, and would have been missed by a post-event recorder).
- Without the redundancy of two channels, only artifact would have been transmitted.
- The importance of leaving the recorder on for the entire 30 day period (this isolated event was caught on day 28).
- The equally-important need to provide 24/7 receiving services. This transmission was made at 6:45 pm (56% of all transmissions are made after hours, on weekends or during holidays).

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