

## Press Information

November 8, 2005

**Philips Announces FDA Clearance of Q-CPR™ –Providing Real-time CPR Measurement and Feedback**

*Cleared for Marketing on the Philips HeartStart MRx Monitor/Defibrillator, New Technology is Designed to Improve Delivery of CPR by Professional Medical Responders*

Royal Philips Electronics (NYSE: PHG; AEX: PHI), in partnership with Laerdal, today announced that the U.S. Food and Drug Administration (FDA) has cleared for marketing Q-CPR technology on the Philips HeartStart MRx monitor/defibrillator. Q-CPR is the first technology cleared by the FDA that provides real-time cardiopulmonary resuscitation (CPR) monitoring and feedback for advanced life support (ALS) - trained responders. Q-CPR, developed by Laerdal and available only on the HeartStart MRx, will offer medical professionals corrective feedback on the rate and depth of chest compressions, as well as the frequency and quality of ventilations (breaths), allowing for modification in their technique when administering CPR.

Recent studies published in the *Journal of the American Medical Association* (JAMA) revealed that, in many cases, CPR performed by medical professionals in and out of the hospital does not meet American Heart Association (AHA) guidelines. The studies measured the level of accuracy of CPR delivery, both inside the hospital and on emergency response calls, and discovered that the majority of the time chest compression rates were too slow, chest compression depth too shallow, and breath rates too high.

At the Scientific Sessions of the American Heart Association on November 11-14<sup>th</sup>, 2005 in Dallas, the authors of the JAMA studies will announce the results of follow-up studies demonstrating the effect of Q-CPR use on the quality of CPR delivery by trained responders.

“Emergency responders have a high level of training. However, balancing the correct amount of breaths with the exact depth and rate of chest compressions is actually a very complicated process with a high likelihood of human error,” said Dr. Lance Becker, Associate Professor of Medicine and the Director of the Emergency Resuscitation Research Center at the University of Chicago. “Q-CPR will help emergency responders deliver quality CPR consistently, even in the most stressful and fast-paced environments.”

Quality CPR and early defibrillation are inextricably linked – the combination is essential to increase the survival rate for victims of sudden cardiac arrest (SCA). When breath rates or chest compression targets are not being met, Q-CPR provides visual and audio cues that help rescuers adjust their technique. Laerdal, the worldwide leader in CPR solutions, developed Q-CPR technology over a five-year period to enable caregivers to not just “feel” CPR, but to see and hear how they are doing, helping to improve the quality of CPR for their patients in real-time.

“As the worldwide leader in defibrillation technology, we are proud to partner with Laerdal to bring to market breakthrough solutions that will raise the bar on the quality of

CPR being performed by healthcare professionals,” said Deborah DiSanzo, senior vice president and general manager, cardiac systems, for Philips Medical Systems. “Together we will continue to pioneer new technologies to better integrate CPR solutions with early defibrillation. This, we believe, is the most promising path to improving survival rates for victims of sudden cardiac arrest.”

In addition, Q-CPR enables collection of CPR data for post-event review and de-brief. This data management feature enables system-wide analysis of how well CPR is being performed and can help drive improvements in the quality of CPR in an emergency medical response (EMS) system or hospital. The Q-CPR device weighs less than a half a pound, adding virtually no weight to the HeartStart MRx, and is easy to use and apply to the patient.

“Our collaboration with Philips is an important step towards expanding the knowledge and resources behind delivering correct and effective CPR,” said Tore Laerdal, CEO of Laerdal. “Q-CPR is the first of several technological advancements on the horizon for Philips and Laerdal, as part of our commitment to help our customers save more lives.”

Philips expects Q-CPR will be available for delivery as an option on the HeartStart MRx by the end of 2005. **A demonstration of Q-CPR will be available at the 2005 American Heart Association Scientific Sessions, Philips booth #1513.**

#### About CPR and Defibrillation

CPR, or cardiopulmonary resuscitation, is a technique designed to temporarily circulate oxygenated blood through the body of a person whose heart has stopped or has an irregular rhythm. It involves determining if the person is without a pulse, assessing the airway, breathing for the person, and applying pressure to the chest to circulate blood to the body's vital organs. CPR “primes” the heart to receive a defibrillation shock by perfusing it with blood. It is critical for emergency medical responders to perform CPR quickly and effectively to maximize the victim's chances of survival. However, performing and sustaining the appropriate amount of breaths and chest compressions is difficult, further complicated by such factors as a chaotic environment or fatigue.

SCA affects 340,000 people each year in the U.S. alone, and fewer than five percent survive, largely because defibrillators do not get to them in time or bystander CPR was not performed. For each minute that passes before defibrillation therapy reaches a victim, the chance for survival decreases by about 7 to 10 percent. After 10 minutes, few attempts at resuscitation are successful. Early CPR and defibrillation together with good post-resuscitation care can improve survival rates substantially.

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#### **About Laerdal**

Laerdal is headquartered in Stavanger, Norway and has various operations and over 1000 employees around the world. Over the last 50 years, Laerdal's Resusci(r) Anne and other CPR training manikins have helped train over 250 million people worldwide in cardiopulmonary resuscitation. In keeping with the company's mission of helping save lives, Laerdal manufactures and distributes medical education and acute care products for the healthcare and emergency response communities. The recipient of numerous medical design awards, Laerdal is one of the foremost names in resuscitation, medical simulation, airway management, spinal immobilization, and basic and advanced life support products.

#### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is one of the world's biggest electronics companies and Europe's largest, with sales of \$ 37.66 Billion (EUR 30.3 billion) in 2004. With activities in the three interlocking domains of healthcare, lifestyle and technology and 161,100 employees in more than 60 countries, it has market leadership positions in medical diagnostic imaging and patient monitoring, color television sets, electric shavers, lighting and silicon system solutions. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).