

Press Release



TRUMPF Group
Press and Public Relations

TRUMPF at ARAB HEALTH
Dubai, January 28 – 31, 2008

Hall 3, Booth F30

Close to the Customer in the Middle East: TRUMPF Medical Systems in Dubai

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A new generation of OR tables. The first HD camera integrated into an OR lamp. A new ambient lighting concept for OR and ICUs. Welcome to the future.

TRUMPF demonstrates its vision of the future of everyday hospital life at the Arab Health 2008, hall 3, booth F30. But not only at the trade show will TRUMPF show its orientation to the future and customer proximity. In January 2008 the Medical Technology Business Division of the TRUMPF Group opens a new representative office and competence centre in Dubai to strengthen the company's market presence in the Middle East and Africa. From the new office, TRUMPF employees will be able to attend customers more thoroughly with personalised advice, services, courses and workshops as well as with quick provision of customised solutions. The new regional office is located in "Dubai Health Care City", a new medical and health-oriented area that is replete with hospitals, doctors' practices, research and training sites and wellness institutes.

"Customers are interested above all in complex workplace solutions in the OR and ICU that optimize internal hospital processes and increase patient security," says Lars Michel, director of the regional office in Dubai who is responsible for sales in the Middle East and Africa. In the new TRUMPF competence centre, customers will find the ideal conditions to familiarise themselves with such solutions and test them personally – a unique concept so-far in this region. In rooms designed true-to-practice as an OR and ICU and equipped with the most modern TRUMPF technology, doctors, surgeons and OR assistants as well as planners and hospital administrators will

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experience how future-oriented workplaces can look. The realistic exhibition rooms will let them simulate everyday scenarios in the hospital, test products and immediately determine requirements for their own custom TRUMPF solutions.

“In this way, we find out the right solutions in a dialog with the customer and can implement them immediately,” explains Michel. Last but not least, the centre forms a knowledge platform for medical specialists, technicians, and planners – one that TRUMPF also benefits from. “The free exchange with and between customers offers us valuable stimulus for new projects and developments. Many of our innovations have arisen thanks to this tight cooperation with the users. This is a proven TRUMPF concept that we can increasingly implement in the Middle East thanks to the centre.”

One highlight customers will see at the competence centre as well as at the Arab Health is the newly developed OR table TruSystem 7500 that was awarded the 2007 Award for Innovation for design from the German state of Thuringia. TruSystem 7500 promises to facilitate work for personnel, increase security for patients, and improve efficiency and cost-effectiveness for the hospital. This trendsetting, replaceable plate system expands TRUMPF’s portfolio of products in the premium segment of OR tables. Consistently oriented to the desires of the user, the TruSystem 7500 combines proven features such as modularity and compatibility with all TRUMPF components and accessories, but includes new and innovative functions. A new, intuitive operating concept ensures secure and simple table operation. For the first time, the remote control unit features an integrated touchscreen on which many new functions can be called up directly. TruSystem 7500 also fulfils customers’ needs for extreme adjustment angles – a growing need in minimally invasive surgery in particular – as well as for a lower

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minimum height. This greatly facilitates the work of doctors in neurology and ophthalmology, for example. The new OR table allows 65 degrees Trendelenburg and 30 degrees without losing stability or restricting surgeons' freedom of leg movement. With the TruSystem 7500, there are also no limits on intra-operative image generation. The available carbon plates and components and the length offset of the table make rebedding of patients unnecessary. Patients can be gently scanned intra-operatively, saving time and money.

The world's first high definition (HD) camera integrated in an OR lamp is another TRUMPF innovation. It permits pin-sharp, brilliant and lifelike live images from the OR. With 1080 line resolution and 2 million pixels, the images of the TruVidia HD 5000 are more than twice as sharp as the SD variant (standard definition). The camera conveys these images reliably in broad image format and also on larger projection surfaces such as those in lecture halls. It therefore supports efficient and interdisciplinary work even when it comes to telemedicine. In addition, it can store not only still images but also entire video sequences quickly and directly in USB sticks. TruVidia HD is integrated into the central handle of the successful iLED OR lamp or is available on a separate carrier system – and always able to operate in a sterile environment.

TRUMPF has also continued to improve the first OR LED-based lamps, the iLED. The newest light technology, ContrastLine, uses narrow-band light consisting of colour LEDs to make tissue types and differences in the organ tissues even more visible during the intra-operative diagnosis. For example, surgeons can also differentiate tumours from healthy tissue better and faster. The contrast is improved without UV or radioactive radiation.



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On the basis of findings concerning the biological and psychological influences of light, TRUMPF has also developed a new and so far unique lighting concept for the OR and the ICU. Light plays an important role in patients' recovery. And the right lighting can also make the work of physicians and attendants considerably easier. For the new lighting concept "AmbientLine" TRUMPF has enhanced its ceiling pendants by adding LED lighting elements. These are installed specifically to enhance the well-being of the patient and to make the work areas more ergonomic for the nursing staff.



TRUMPF is a high-tech company focusing on production, laser and medical technology. Further information on the company can be found at www.trumpf.com, about the medical technology business field at www.trumpf-med.com.

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