

MEDICA 2010: MAQUET SHOW APPEALS TO ALL THE SENSES

Facts – presented in a fantastic manner

Preparing and presenting specialist content so that it also has a high entertainment value is quite an art. If such a combination of reality and show is successful, viewers are able to take in data and information almost effortlessly. That this is the case is being demonstrated by Maquet at Medica 2010 with the fascinating infotainment show “Heartbeat & Breath of Life”, which focuses on the therapies for cardio-vascular and pulmonary diseases.

Rastatt, October 2010. It is the heart itself which sets the rhythm for Maquet’s presentation in Hall 12, Stand 50/51: Its “da-dam” on a darkened stage leads us at a stroke right into the topic. This sound is joined by other heart rhythms until the visitor is acoustically enveloped by the event. This impression of being “right at the heart of things rather than just a spectator” is achieved with the second main theme, lung therapies, thanks to the use of breathing sounds. The latest technical effects allow data

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and facts on the heart and lungs to hover in space while a moderator comments on these.

Breathtaking images

What happens in concrete terms in an emergency situation is demonstrated by Maquet using two case studies implemented as films. For these two topics the viewer accompanies a hang-glider pilot in an impressive landscape and a diver in a reef with its abundance of colors and marine life. The images are characterized by beauty and a feeling of well-being and lead in each case to an emergency situation triggered by cardiac and lung failure, respectively. How these may be treated with the aid of corresponding therapies is visualized by Maquet using a diversity of multimedia aids, including lighting effects and new forms of “transparent” insights. In this respect, the competencies of the company, among which are its therapeutic solutions, are implemented in manner that captivates all the senses.

In this manner Maquet succeeds in conveying factual information on the latest developments and

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products for cardio-vascular and pulmonary therapies using enthralling infotainment. Quite an art.

(Zeichen 2.024)

INFORMATION ABOUT THE MAQUET GROUP

The MAQUET Group is a leading global provider of products and solutions for operating rooms, hybrid ORs, the intracardiac catheter laboratory as well as the intensive care unit and patient transport. The excellently coordinated products have been specially developed for optimum medical treatment and therapy of patients in hospitals. MAQUET offers innovative medical and therapeutic solutions in three divisions:

- Cardiovascular with products for intra-aortal balloon counter pulsation therapy, coronary-arterial bypass surgery, aneurysm interventions, peripheral interventions, extracorporal circulation
- Critical Care for ventilation and anesthesia devices
- Surgical Workplaces for surgical tables, surgical lights, ceiling service units, flexible room design for the

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operating room, hybrid OR and intensive care unit, as well as complete digital OR integration

MAQUET is a subsidiary of the publicly-listed Swedish company GETINGE GROUP, a company with revenues of nearly 2.2 billion euros (2009 business year) and 12,150 employees worldwide. MAQUET itself posted revenues of nearly 1.1 billion euros in 2009. The company now has 5,000 employees in 36 international sales and service organizations as well as a network of more than 250 dealers. There are production lines at 12 facilities in 6 countries.

At its headquarters in Rastatt MAQUET is committed on a social level and is also investing on a sustainable basis in future employees: The employee initiative “Bildungschance Rastatt e.V.” (Education Opportunity Rastatt) runs a daily arts workshop, provides regular creative offerings for the children of employees, and awards two-year scholarships for elementary school children. Furthermore, this registered association hosts free readings, concerts and theater performances for nurseries and schools in Rastatt. Additional project days and a holiday play scheme round off the offering for

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children. Education is the greatest asset and should be open to all children – irrespective of their gender, skin color, religion or origin.

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MAQUET – The Gold Standard.

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