

MedTech-Caretech kick-off.

Udfordringer og muligheder med
udgangspunkt i de to centre, set ud fra
en konkret virksomheds synsvinkel

v/adm. Direktør Henrik Kagenow, Bang & Olufsen Medicom

Turbinehallen i Århus den 18. november 2008

MEGASATSNING ERHVERV-SUNDHED

- **“Udvikling af en stærk erhvervsklynge vedrørende sundhed”**
- **“Innovativ, globalt orienteret”**
- **“Resultater der er synlige både for erhvervsliv og sundhedsvæsen”**
- **“Arbejdspladser”**

OECD's og EU's definition af innovation

Innovation er implementeringen af et nyt eller væsentligt forbedret produkt (vare eller tjenesteydelse), proces, markedsføringsmetode eller en væsentlig organisatorisk ændring. Innovationer er resultatet af bevidste planer og aktiviteter rettet mod en forbedring af virksomhedens produkter, processer, salg og markedsføring eller organisering. Innovationer kan tage udgangspunkt i ny viden og teknologi, men kan også være kombination af, eller nye anvendelsesmuligheder for, eksisterende viden og teknologier.



Innovation bliver vigtigere og vigtigere...

- som konkurrenceparameter
- som kilde til fornyelse og udvikling
- som en vej rundt om de høje omkostninger

"2 ud af 3 topledere på globalt plan peger på, at innovation er i top 3 blandt de højest prioriterede indsatsområder"

Kilde: BCG Senior Management Survey

"73 pct. af de danske virksomheder mener, at innovation har stor eller helt afgørende betydning for virksomhedens udvikling og overlevelse i fremtiden"

Kilde: DI's innovationsundersøgelse 2007



Innovationsdrivere i virksomhederne

| | |
|--|----|
| Medarbejdernes kompetencer | 96 |
| Viden om kunder og forbrugere | 89 |
| Viden om konkurrenter og marked | 84 |
| Virksomhedernes organisation | 82 |
| Ny teknologi og nyt produktionsapparat | 68 |
| Samarbejde med leverandører | 65 |
| Samarbejde med andre virksomheder | 45 |
| Samarbejde med uddannelsesinstitutioner, universiteter, forskningsinstitutioner | 40 |
| Samarbejde med andre vidensinstitutioner | 27 |
| Adgang til offentlige støtteordninger og programmer | 15 |

Andel i pct. der tillægger nedenstående faktorer "meget stor" eller "stor" betydning for innovation i virksomheden

Bang & Olufsen Medicom 2008

Bang & Olufsen Medicom

Turnover: Euro 17 million
Number of employees: 90
Number of engineers: 40
Head Quarter: Struer, Denmark
Offices: Copenhagen, Denmark
+ 18 years experience in the medical device business

Ownership

From 1989 to 1st March 2007:
100% owned by Bang & Olufsen a/s

Since 1st March 2007:
Majority stockholder is LD Equity and
Bang & Olufsen a/s still holds 35%



B&O Medicom, Head Quarter: FDA registered site, QSR compliant and MDD certified

Scope of Business

3 DDD Focus areas

Inhalation

Injection

Tablet dispensing

From Idea to Industrialisation

Concept Development

Design Development

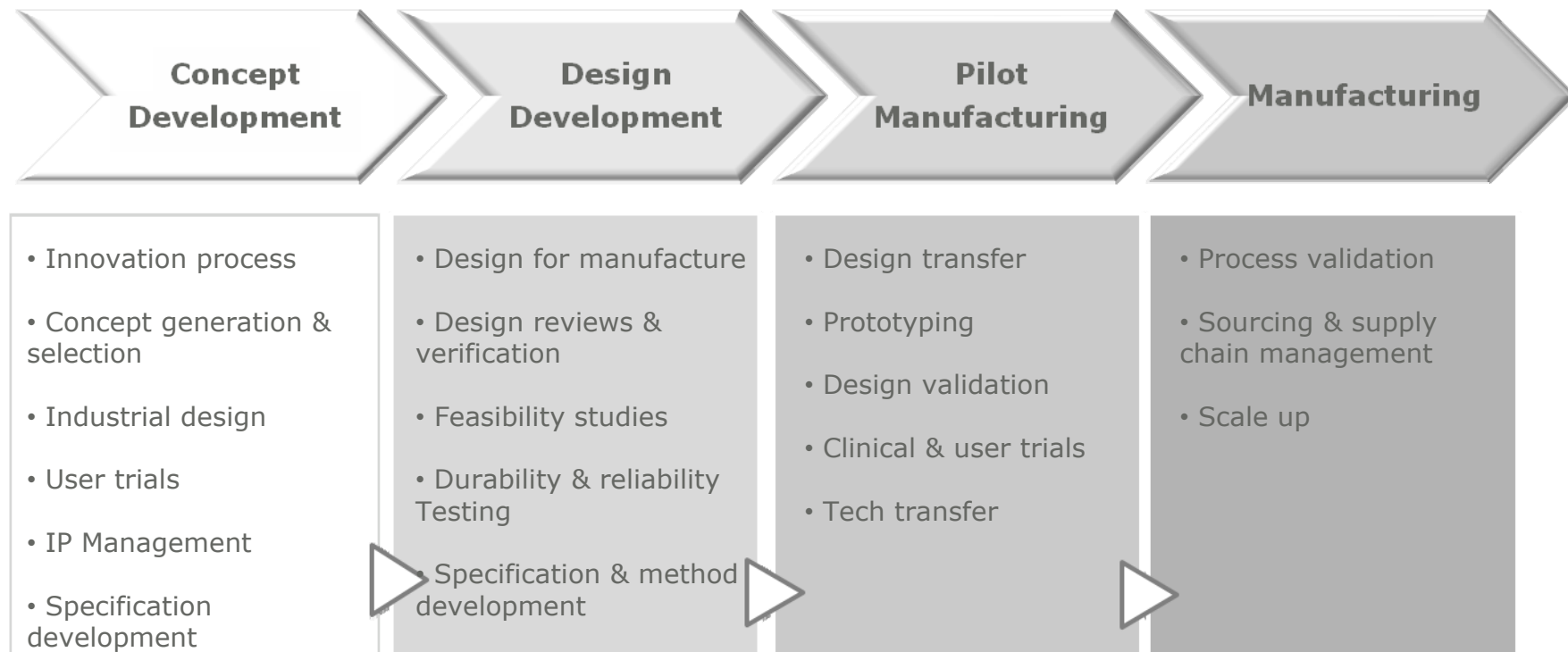
Pilot Manufacturing

Manufacturing

A range of Technology and Solution Platforms



Choose from our expertise within...



- Or get the full package and take advantage of our one-stop-shopping



Selected References & Cases



Where patients come first  **MERCK**



3M™ Littmann® Stethoscopes



Tablet Reminder



Medicom has created Helping Hand. A patented customisable tablet reminder that helps to improve patient compliance. The printed circuit boards are made by our partner: Escatec in Malaysia, and plastics are sourced from China to achieve minimum cost. Holds an in-house automated assembly line with a capacity of 2m devices.

Identified Problems:

- Patient non-compliant
- Patient Interface
- Patient confidence & motivation
- Patient operation
- Stigmatic

Performed Solutions:

- Programmed reminder function
- Both acoustic and visual indication
- Visual indication of compliance level
- Simple to use, no buttons
- Non medical, elegant design



New options



Disposable Auto Injector



Medicom has created LEVA[®]; a patented disposable auto injector platform. Its functionality, size and shape can be custom-designed to a variety of syringes, needles and medications .

Key features:

- Few user steps
- Large inspection window
- Automatic needle insertion
- Automatic needle retraction
- Hidden needle at all times
- Audible end of dose feedback
- Intelligent and intuitive design



Mechanical pMDI



Asmair is Medicom's proprietary, mechanical pMDI for asthma and COPD treatment, designed for high volume manufacture and co-marketed with Bepak. Successfully verified robustness and delivery performance making Asmair readily available. Rapidly customised to clients specification, if needed.

Key Features:

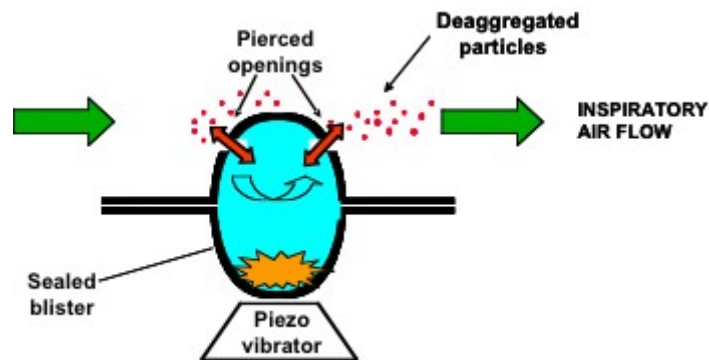
- User friendly and reliable solution for all patients
- Easy to use, 50% less patient effort needed to actuate the dose
- Improve patient's confidence with front positioned dose counter showing remaining dose



Electronic DPI



Medicom has taken part in development of a piezo-engine based electronic DPI for QDOSE and MicroDose and has supplied devices for a successful clinical trial of the drug and device.



Electronic Stethoscopes



B&O Medicom holds significant experience within acoustics, sensor technologies and digital signal processing as well as a comprehensive patent portfolio related to stethoscopes and auscultation generally.

Based on this IP we have over the past 10 years partnered with 3M Healthcare within the field of digital 3M Littmann stethoscopes. The engagement includes all aspects from early concept development to supply of high-end electronic stethoscopes offering documented performance over conventional stethoscopes.

Identified Problems:

- Ambient noise
- Robust Sensor
- Sound quality
- Case history
- Communication

Performed Solutions:

- Active reduction
- Piezo technology
- Amplification and filtering
- Recording of sound
- Wireless link to PC/ PDA



New options



Bang & Olufsen
Medicom

Shortcut to better health

