Deep Breeze introduces Breeze@home™ -- a new telemonitoring device to improve COPD assessment

First quantitative way to evaluate lung function of COPD patients with potential to reduce cost of care

TAMPA, FL (April 28, 2011) - Deep Breeze Ltd, the leader in Vibration Response Imaging (VRI™) technology, today announced that it is introducing its telehealth Breeze@Home™ system, the first in-home quantitative approach to COPD lung monitoring. The Company will showcase Breeze@home at the American Telemedicine Association (ATA 2011) annual meeting from May 1-3. The system will be on display at booth #1203.

Chronic obstructive pulmonary disease (COPD) is one of the most common chronic diseases worldwide, affecting 16 million diagnosed patients in the U.S. alone. There is a growing trend to manage high-risk COPD patients at home. The goal is to spot early signs of lung deterioration and intervene quickly in the hopes of avoiding costly emergency room visits and hospitalizations.

The new Breeze@home telemonitoring system from Deep Breeze is the first direct means of measuring the lung function of COPD patients at home. By enabling acquisition of quantitative data on the patient's lung function, Breeze@home provides more accurate information than current methods.

"The Breeze@home system, which will also enable monitoring of other chronic diseases in the future, is designed to help home healthcare providers use the power of telemedicine to improve the quality of patient care, increase clinician productivity, and potentially control costs," said Michael Nagler, PhD, CEO of Deep Breeze.

The Breeze@home system uses Vibration Response Imaging (VRI™) technology, an innovative technology based on one the oldest known examination methods: auscultation, or listening to chest sounds with a stethoscope. More than 170 prominent medical institutions currently use VRI technology worldwide.

"The new Breeze@home system works on the same principle as our hospital model, but takes advantage of recent technological innovations," said David Barton, President of Deep Breeze USA. "This compact and less expensive unit utilizes an array of sensors incorporated into a custom-tailored vest that makes daily home monitoring as easy as putting on an item of clothing."

Breeze@home automatically transmits the collected data to the clinician via a smart phone or tablet computer. "Acoustical measurements such as quantitative lung data, vibration energy amplitude, crackles and wheezes, and measurement and transmission of additional vital signs will enable physicians to monitor and make optimal treatment decisions for their patients," said Nagler.

The procedure takes only minutes to complete, according to Barton. "We created an extremely simple interface so that the patient can activate transmission by touching just one button," Barton explains. "The interface works with voice, text and video so the physician at a remote location can receive measurements and also video conference with the patient to get the full picture. This will help improve patient compliance and also help reduce hospitalizations."

Studies show that home telemonitoring can reduce hospitalizations and healthcare costs for the chronically ill. A 2004 Audit Commission report concluded that hospitalization time due to acute exacerbations of COPD could be reduced by 50% if patients are supported at home with telehealth and appropriate treatment.

"Providing remote delivery of care reduces the need for intervention by medical professionals in hospital settings," said Nagler. "With Breeze@home, our company is focusing on improving health outcomes and reducing the economic burden of chronic disease to the healthcare system and the patient by aiming at early detection of exacerbations in patients with such disorders as COPD and congestive heart failure (CHF)."

Breeze@home is for investigational use only. The company plans to start clinical trials in patients suffering from COPD and is currently applying for FDA approval.

About Deep Breeze™

Founded in 2001, Israel-based Deep Breeze is a privately-held medical device company that is providing advanced pulmonary imaging with its proprietary patented technology, Vibration Response Imaging (VRI). The Company has conducted clinical studies globally to evaluate VRI efficacy in fields such as: general pulmonology, COPD, CHF, asthma, interventional pulmonology, lung cancer, lung transplant and critical care patient management, and is continuing to invest in clinical research for the purpose of expanding its product offering including now —home use for monitoring patients with chronic disease.

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