



Swisstom – Lots of tail wind during market launch of first product

Landquart, October 22, 2013

Swisstom AG, one of Switzerland’s top start-up companies, presents novel lung function monitor to the global public

In preparation of this key event in the company’s short history, Swisstom increased its marketing activities in the digital media over the past months and sent announcements to dozens of intensive care physicians around the world. This way everyone could already get a glimpse of the exciting new product and its clinical use on the newly designed homepage, on YouTube, Facebook, LinkedIn, Google+ and Twitter even before the official market launch at the annual meeting of the European Society of Intensive Care Medicine at the beginning of October in Paris.

It was no surprise that the booth in Paris was crowded. Hundreds of experts and almost all manufacturers of mechanical ventilators, vital signs monitors and ICU beds eligible for an integration of Swisstom’s technology in their devices stopped by to get introduced to the novel non-invasive lung function monitor during live demonstrations.

The response to the product, plainly called “BB²”, from intensivists as well as companies was overwhelmingly positive. Some of the unique features and solutions presented had previously been developed with the funding from the Swiss Commission for Technology and Innovation (CTI) in joint projects with the universities of applied sciences in Berne (BFH) and Rapperswil (HSR) in close cooperation with specialists from Canada.

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Swisstom’s BB² sets a new benchmark for usability and design



swisstom
Now I can see.

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Seal of quality for company and product

Swisstom has realized an ancient dream of mankind: to look into the workings of heart and lungs in living beings. However, it would not be allowed to offer its innovative devices on the European market without fulfilling the quality standard **EN 13485: 2012**. This fulfillment has recently been certified by the notified body QS Zürich during a company audit.



Swisstom is proud about this Seal of quality

"Our strategic decision to hire an experienced quality manager immediately after establishing the company has obviously paid off. In the first month of operation, we were able to get Guido Schelling on board. Guido is a highly skilled expert in quality systems management and a tremendous asset of our team." Josef X. Brunner, CEO, comments happily.

Since the introduction of the quality management system at the end of 2012 all Swisstom employees strictly follow predefined processes in order to deliver products of Swiss Quality to the world market.

Should everything continue to work as planned, the first manufacturers will demonstrate the integration of Swisstom's live-saving technology in their ventilators already at the MEDICA where Swisstom can be found as part of the Swiss Pavilion (Hall 17, D 38).

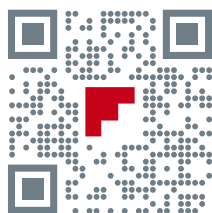
Further detailed information, photos, videos and other materials can be retrieved from the download area at www.swisstom.com or will gladly be provided on request.



The Swisstom booth in Paris



Three-day live demo of product by "patient" Achim



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