



Press Release

22nd August 2014

Innovation arising from tradition: MEDISANA presents its trade show product highlights at the IFA Innovations Media Briefing

Neuss, Germany. MEDISANA, the leading specialist for health care in the home health care market, has presented its new products to over 300 media representatives at the IFA Innovations Media Briefing (IMB) on 9th and 10th July in preparation for the IFA.

The room air purifier, MEDISANA AIR, for example, is now supplementing the product range in the "Healthy Home" area. Ralf Lindner, the Chief Executive Officer at MEDISANA, introduced the journalists to MEDISANA AIR in detail during the preview. MEDISANA AIR ensures that air is healthy by freeing the air quietly and effectively from particulates, dust, pollens, odours and bacteria using an antibacterial particulate filter from the company 3M® (F9 > PM2.5) and additional activated carbon filtering. The device cleans room air using the convection principle. MEDISANA AIR is simple and intuitive to use. It switches automatically from its day function to its night quiet-as-a-whisper function using an optical sensor and is furthermore energy efficient. In addition, a display with a traffic-light system indicates when the filter has to be changed, something that is easy to carry out in only a few steps. The digital motor furthermore guarantees an extra long service life and has a three year manufacturer's warranty plus two years warranty extension when users register online.

Ralf Lindner also explained to the media representatives how the traditional company MEDISANA is tackling the increasingly networked world with communicative products and innovative services. As a pioneer in mobile health, said Lindner, MEDISANA has dedicated itself to the development of digital solutions for modern, mobile health management and provides an interface between medicine and lifestyle with its "Connect" range of intelligent devices. The innovative "Connect" products - Activity Tracker, body analysis scales, heart rate watches and blood pressure monitors - are reliable partners: they let consumers keep an eye on their personal health and vital data anytime, anywhere. All vital data measured can be transferred to the VitaDock+ app for iOS or Android devices via Bluetooth® Smart (4.0). VitaDock+ offers a wide range of features such as daily activity diagrams or a 14-day overview of blood pressure depending on which device is being used. Furthermore, the data can be saved separate to the device at VitaDock

Online, a free online portal developed by MEDISANA AG, and comfortably viewed as statistics and tables as well as exported and synchronised with other smartphones or tablets.

MEDISANA is also engaged in the "More Health for Germany" Initiative together with HausMed. HausMed ist the leading German provider for online health coaching courses such as "Lose weight easier", "Active with diabetes" or "Lower Blood Pressure". As a result of the cooperation between MEDISANA and HausMed, 100,000 customers who purchase a MEDISANA Connect product in participating stores from September on will receive a free topically relevant HausMed voucher worth 49 to 99 euros", explained Lindner to the journalists at the IFA Innovations Media Briefing. This voucher allows the customer to participate in a certified 12-week coaching course focussing on a certain topic, and, if desired, includes the support of the customer's own general practitioner. 124 health insurance companies have already approved the health coaching courses and therefore reimburse the doctor's costs, for example.

The IFA is the leading global trade show for consumer electronics & home appliances and is taking place from 5th to 10th September 2014 at the Berlin exhibition grounds (ExpoCenter City). Just like in the year before, Medisana will be presenting its new products in hall 6.1 at booth 117. Further information on the trade show can be found at <http://b2b.ifa-berlin.com/en/IFA/>.

MEDISANA AG

Jagenbergstraße 19

D-41468 Neuss

Ph.: +49 (0)2131 3668 0

Fax: +49 (0)2131 / 3668 5095

presse@medisana.de

www.medisana.com