

-NEW PRODUCT INFORMATION SHEET-

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OMRON M10-IT

Upper Arm Blood Pressure Monitor



A. M10-IT at a glance

The M10-IT is a fully automatic upper arm blood pressure monitor with several additional new & innovative features:

- **Morning Hypertension:** This important health risk factor can be detected.
- **User switch:** 84 memories and tracking for each of 2 users.
- **PC connectivity:** Data printouts, data analysis or sending data to healthcare professionals are easily done.
- **Auto mode:** It can automatically take 3 consecutive measurements

B. Product USPs:

• **Morning Hypertension detection function:**

Many patients show their highest blood pressure values in the morning. The “morning surge” goes parallel with higher rates of stroke and heart attacks.

Detecting Morning Hypertension allows preventive action against those risks!



- **User switch** with 84 memories and tracking (morning / evening) for each of 2 users. Guest mode possible.
- **Auto mode:** Possibility to automatically take 3 consecutive measurements.
- Several **averaging modes** for morning, evening and auto measurements



- **PC connectivity:** Data printouts, data analysis or sending data to healthcare professionals are easily done. USB cable and Software CD ROM are both included.
- **Comfort Cuff:** Fits arm circumference of 22-42 cm (Medium to Large), is easy to apply and comfortable to use.



- **Detects & indicates irregular pulses** and only shows reliable BP results.



- **Intellisense** comfort inflation: only pumps as high as necessary
- **Speedy measurement & 1-button-operation:** Pressing the large blue button is enough to perform a measurement.



- **Large 3-fold display** showing all parameters at one view
- **Icons** instead of text: Easy understanding for everyone



C. Product Description:

This premium level fully automatic blood pressure monitor is tailor-made for comfortable, quick and accurate blood pressure monitoring.

But it offers much more as it allows detecting and keeping track of Morning Hypertension. Those high morning blood pressure values typical for many patients go parallel with high rates of stroke and heart attack, the 2 main risk factors of hypertension. Detection of Morning Hypertension enables the patient and his doctor to prevent those risks!

M10-IT – Blood Pressure Monitoring for Active Prevention

The Auto mode gives the possibility to automatically perform 3 consecutive measurements, the time interval can be defined individually.

Studies suggest to not only perform single measurements but to also to calculate average values of 3 short term sequential measurements or to calculate a daily average of 3 measurements. This gives better information on the long-term development of the blood pressure and disregards single non-typical measurements. The guidelines of the European Society of Hypertension even suggest averaged values of home measurement as a substitute for 24h measurements:

Journal of Hypertension 2003, 21:1011–1053:

“As indicated in Table 5, physicians should diagnose isolated office hypertension whenever office blood pressure is >140/90 mmHg at several visits while 24-h ambulatory blood pressure is 125/80 mmHg. Diagnosis can also be based on home blood pressure values (average of several day readings ,135/85 mmHg).”

A user switch allows to switch easily between 2 users. The M10-IT stores up to 84 measurements with date and time for each of the 2 users. Several average values for morning, evening and auto-mode measurements can be displayed.

A guest measurement is, of course, possible.

By means of the PC connectivity, the user can easily perform data printouts, data analysis and sending data to his healthcare professional. The necessary USB cable and Software CD ROM are both included.

The Intellisense™ technology ensures that the right inflation pressure is automatically detected. The device does not inflate too high and avoids painful measurements. If it detects irregular pulses, it advises to repeat the measurement and doesn't show the result; only the accurate results are displayed. In addition, irregular pulses are indicated with an icon.

Omron's Comfort Cuff enables one product to offer two cuff sizes (medium and large / 22 - 42 cm). This unique cuff is extremely easy for the user to put on and is more comfortable than a regular soft cuff.

For users who want to verify if their BP is within the recommended level (below 135/85 mmHg), a little symbol is indicating if the measurement results are out of this range.

All those features are easily understood and operated. With the new M10-IT, home blood pressure measurement reaches its next stage!

The OMRON M10-IT is supplied with storage bag, a set of batteries, blood pressure diary, Software CD ROM, USB cable, guarantee card and Instruction Manual. Optional, a net-adaptor is available.



D. Product Positioning – Product Marketing:

The product is positioned as a premium product with a lot of interesting quality features plus an added medical value (see USPs for details).

It offers optimal visibility, easy one-button operation and comes with a Comfort Cuff covering most patients' arms (22-42cm). The user switch and 2x84 memories, together with the averaging mode and the PC connectability, make it really easy to document readings for further analysis by a healthcare professional. Other than just displaying irregular heartbeats (Microlife, AND, BOSO), M10-IT detects if irregular heartbeats jeopardize the measurement quality and displays only valid results. Irregular heartbeats are displayed with a little icon.

With the detection of Morning Hypertension, the M10-IT allows to take preventive action against stroke and heart attack as the 2 main hypertension-associated risks.

Price positioning

The price positioning is premium, above the M6 Comfort.

Users

Potential users include the core group of users of a BPM, but also people with high interest in their personal health status or wishing to analyse their BP data on their personal computer.

Also, with its large display / buttons and the Omron-typical easy operation it is ideal for people with poor eyesight (frequently caused by diabetes).

A typical 2-person household will further benefit from the user-switch and the 84 memories per user. There is no need to immediately write down the readings, both persons can measure e.g. several times daily for several weeks and can thereafter notice the values in their blood pressure passes. Mobile working people can quickly measure wherever they are (M10-IT is battery operated) and document the readings when returning home.

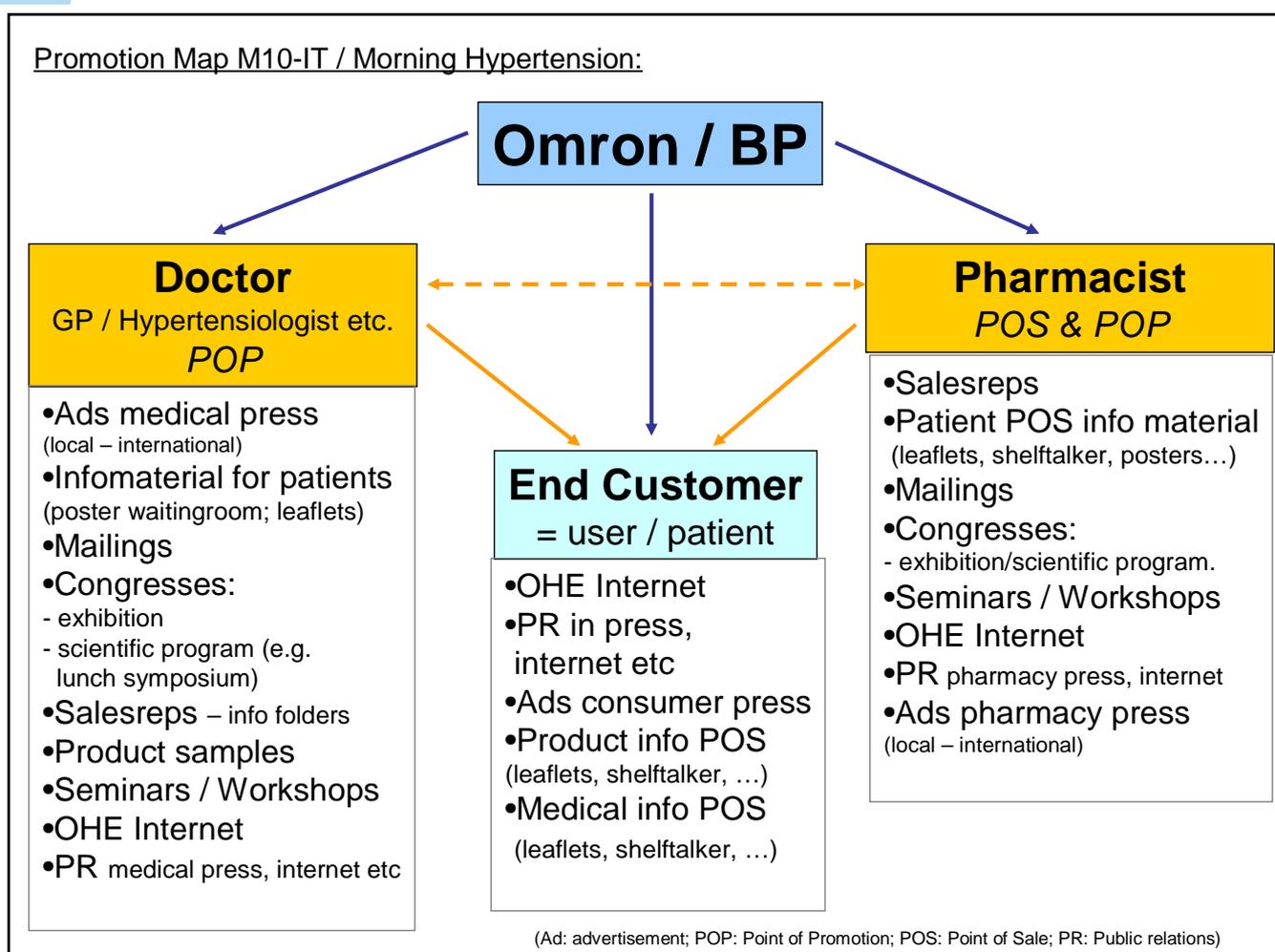
Healthcare professionals can recommend the M10-IT to identify a possible Morning Hypertension in their patients and to then start preventive action.

Product Promotion

The M10-IT is a BPM with a unique additional medical value as it allows to discover and act against the health risk Morning Hypertension. Promotion of the M10-IT gives additional and new promotion chances and challenges: Next to addressing the above mentioned product features / USPs, promotion of the Morning Hypertension concept allows to gain medical reputation and a competitive edge.

Next to the pharmacists and his personnel, the doctors play a key role as influencers and advocate of the patient.

The Promotion Map graph below shows the different promotion tools that can be used to address M10-IT / Morning Hypertension to the different players involved.



E. Product Specifications

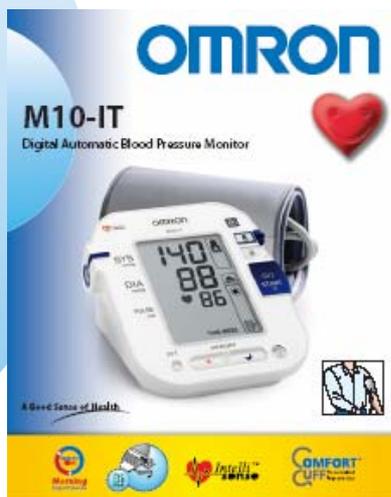
Product Description	Digital Automatic Blood Pressure Monitor
Model	OMRON M10-IT (HEM 7080IT-E)
Display	LCD Digital Display
Measurement Method	Oscillometric method
Measurement Range	Blood Pressure: 0mmHg to 299mmHg Pulse: 40 to 180/min.
Memory	2 x 84 measurements with date and time
Accuracy	Blood Pressure: ± 3 mmHg Pulse: $\pm 5\%$ of display reading
Inflation	Fuzzy-logic controlled by electric pump
Deflation	Automatic pressure release valve
Pressure Detection	Capacitive pressure sensor
Power Source	4 "AA" batteries 1.5V or AC/DC adapter (option, 6V = 4W)
Battery life	Capacity of new alkaline batteries is maximum 1400 measurements
Operating temperature / Humidity	+10°C to +40°C Maximum: 30% to 90% RH
Storage Temperature / humidity	-20°C to +60°C Maximum: 10% to 95% RH
Console Weight	Approximately 420g without batteries
Cuff Weight	Approximately 240g
Outer dimensions	Approximately 155 (w) mm x 84 (h) mm x 131 (l) mm
Cuff dimensions	Approximately 152 mm x 600 mm (Cuff: arm circumference 22 to 42 cm)
Package Content	Comfort cuff, instruction manual, storage bag, battery set, guarantee card, blood pressure pass, Software CD ROM, USB cable.
Accessories	Omron netadapter Q (AC/DC adapter 6V = 4W)

Note: Subject to technical modification without prior notice.

F. Packaging specifications:

Printed in 7 languages: English/French/Spanish/German
Italian/Dutch/Russian

Carton	Qty	Approx weight	Approx dimensions W x D x H mm
Unit (w/o batteries)	1	405 g	131mm x 155mm x 84mm
Sales package	1	1150 g	175mm x 115mm x 221mm
Master carton	10	13.0 kg	611mm x 374mm x 261mm



The packaging design contains on its frontside a yellow bar that makes the Omron ICONs stand out more and increases the attention factor in the shelf.

G. Further Information:

Please have a look at the “Morning Hypertension” info sheet and presentation enclosed in this product launch pack.

For further information, please consult the European Omron Healthcare Internet site and the Omron Extranet!

For any issues not answered there, please contact Omron sales department or the responsible BPM Product Marketing Manager:



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