



19 August 2014

## **ASX Announcement**

### **3D MEDICAL HAVE SIGNED AN MOU WITH CANADIAN BASED GESTSURE TECHNOLOGIES INC**

The Directors of Safety Medical Products Limited (SFP) are pleased to announce that 3D Medical Limited ("3D Medical" or "3DM") have signed a Memorandum of Understanding with Canadian based GestSure Technologies Inc. (GestSure).

#### **HIGHLIGHTS**

- **Emerging digital imagery technology**
- **Allows surgeons to access and interact with digital data in theatre**
- **Potential to reduce operating time and improve operating workflow**
- **Potential to reduce risk of surgical infection**

The GestSure System has been specifically designed and developed for use in operating rooms as a way of accessing and interacting with digital scan imagery through simple hand gestures.

Using a simple set of gestural commands, the controller can scroll and navigate through patient images to assist and inform during a surgical procedure.

The technology plugs straight into the operating room computer in a manner no different to any other USB device meaning there is no requirement to install device specific software or drivers. It is plug and play technology that requires minimal IT support and is compatible with all medical viewers.

GestSure asserts that its technology:

- Allows for fast, reliable access to information at the point of care.
- Eliminates the need to bridge the sterile field and risk surgical site infection.
- Reduces surgery time and cost.
- Easily integrates into operating room environment with no special software or drivers.



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“The adding of the GestSure technology to our product suite is aligned with our strategy of deploying the images and data already being captured by the diagnostic imaging sector in a broader and deeper way. The GestSure system is an advanced and effective technology that we anticipate will lead to improved systemic efficiencies and ultimately better patient outcomes.” Said 3DM Director Mr Frank Pertile.

The GestSure System has been used in surgeries for over three years at Sunnybrook Health Sciences Center (Toronto, ON, Canada) and surgeons at Massachusetts General Hospital in Boston, MA, USA - one of the premier hospitals in the US - are currently conducting a quantitative study of the technology. It has been sold to Denver Health (Denver, CO, USA), Rochester General Hospital (Rochester, NY, USA), Swedish Hospital (Seattle, WA, USA), as well as Aspetar Orthopedic and Sports Medicine Hospital (Doha, Qatar).

Under the terms of the MoU, 3DM has secured the exclusive marketing and distribution rights for Australia and New Zealand. Included in the MoU is provision for this exclusive territory to be expanded to include Asia.

“Gesture driven and controlled devices are only now starting to become prominent and 3DM seeks to be at the forefront of bringing these technologies to the healthcare sector. The GestSure system has the potential to become an important part of hospital operating rooms.” Said Mr Pertile.

“We are pleased to have executed this agreement with an emerging medical data company like 3D Medical. 3D Medical has had success in driving and leveraging the greater use and application of medical imaging and we see this as an obvious fit as it allows for high-value consumption of that same imaging. We are looking forward to working together to bring this technology to Australia and New Zealand.” Said GestSure Co-Founder and CEO Mr Jamie Tremaine.

#### **About GestSure Technologies Inc.**

GestSure was created to solve the problem of sterile information access in the operating room. Using cutting-edge machine vision technology, GestSure empowers surgeons to achieve better patient care while saving time and resources. For more information about GestSure, visit [www.gestsure.com](http://www.gestsure.com)

#### **About 3D Medical Ltd**

Safety Medical Products Limited has entered into a Heads of Agreement to acquire 3D Medical Limited (see ASX Announcement dated 23 June 2014). 3D Medical is an emerging 3D technology company that will offer the healthcare sector a suite of services and technologies that leverage 3D volumetric data. 3DM is focussed on the commercialisation and integration of 3D printing and holographic projection technology into the Australian medical industry.

The application of these two technologies in the field of medicine has the potential to revolutionise patient treatment and care, by providing healthcare professionals with more meaningful information and greater insight into the complexities of patient anatomy.