

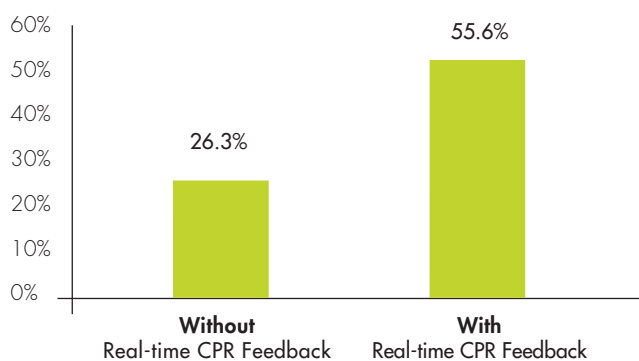
ZOLL AED 3[®]

KEY SELLING POINTS

Real-time, Guideline-driven CPR Feedback

ZOLL AEDs provide real-time feedback technology that guides rescuers through high-quality CPR compressions. This technology is critical to a sudden cardiac arrest (SCA) victim's survival. With almost 2 million AEDs installed worldwide, ZOLL AEDs are trusted by safety leaders because they are smart, reliable, and ready for the rescue.

Cardiac Arrest Survival Rate



Research has shown ZOLL defibrillators equipped with Real CPR Help[®] technology – providing real-time feedback for depth and rate of chest compressions – combined with training more than doubled the chances of survival from cardiac arrest.¹

Why High-quality CPR Is Important

An AED will recommend a shock only 50% of the time on the first analysis. A cardiac arrest victim will require high-quality CPR every time.

- For the 50% of cases where no shock is advised, high-quality CPR increases the flow of oxygenated blood to the heart, brain, and other vital organs. With CPR, a victim's chance of survival increases significantly.
- Even when a shock is advised, a struggling heart needs high-quality CPR to provide it with oxygenated blood to return it to a normal rhythm.
- High-quality CPR also provides oxygenated blood to the brain and other vital organs.

The Effectiveness of Real-time Feedback

The American Heart Association (AHA) highlighted the importance of devices that can measure and provide feedback on CPR quality. All ZOLL AEDs include integrated, real-time feedback.

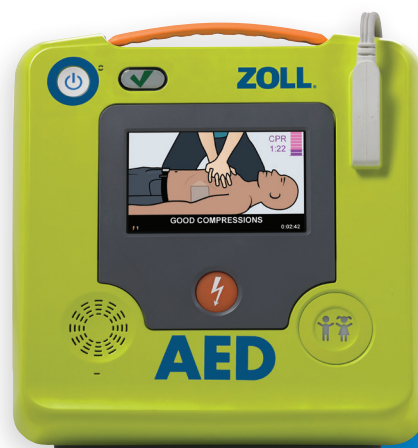
“**... monitoring of CPR quality is arguably one of the most significant advances in resuscitation practice in the past 20 years and one that should be incorporated into every resuscitation and every professional rescuer program.²**”

American Heart Association CPR Quality Consensus Statement

Ready for the Rescue

The ZOLL AED 3[®] features enhanced Real CPR Help[®] with full-colour rescue images and an integrated child mode, making it simple to treat both adult and paediatric victims.

- ZOLL AED 3 features WiFi connectivity that can report device readiness automatically to program management.
- ZOLL AED 3 offers CPR Uni-padz[™] with a five-year shelf life and a child mode that enables treatment of adults or children with the same pads.



ADDITIONAL SELLING POINTS

- **Enhanced Real CPR Help®** Proven technology now features a full-colour display with vivid rescue images, a CPR cycle timer, and a large colour bar gauge that shows CPR compression depth.
- **Integrated Paediatric Rescue** Simply activate child mode for paediatric rescue with the universal CPR Uni-padz™ electrodes.
- **WiFi-Connected** Cloud connectivity enables automatic reporting of device status, giving you confidence your AED is ready in an emergency.
- **Long-Life Consumables** Long-lasting batteries and pads increase readiness by reducing the frequency of maintenance.



Having an AED Onsite Is Critical

Sudden cardiac arrest (SCA) is one of the leading causes of death in the Europe. The only effective treatment is a shock from an AED combined with high-quality CPR administered as soon as possible after a victim collapses. This ensures the most favourable outcome.

Cardiac Arrest Is More Common than Most Think

- Cardiac arrest is a significant health issue, affecting more than 350,000 patients in Europe every year.³
- SCA can happen to anyone at any time. It can affect children and adults of all ages and isn't exclusive to those with a history of heart problems.

Immediate Treatment Offers the Best Chance of Survival

- Untreated, a victim's chance of survival diminishes by 10% for every minute that passes after collapse.⁴
- If no AED is available, an untreated victim's chance of survival is only about 5%.⁴
- If an AED is available, the chance of survival increases to 24%.⁴
- CPR plus early defibrillation can more than double the rate of survival from out-of-hospital cardiac arrest.⁵
- Typical response times from emergency services are usually greater than seven minutes.⁶

For more information, visit zoll.com

¹Bobrow B, et al. *Ann Emerg Med.* 2013 Jul; 62(1): 47-56, 31.

²Meaney PA, et al. *Circulation.* 2013;128:417-435.

³European Resuscitation Council, European Registry of Cardiac Arrest - Study TWO (EuReCa TWO).

⁴Weisfeldt M, et al. *Journal of the American College of Cardiology.* 2010; 55(16):1713-1720.

⁵ERC Guidelines for Resuscitation 2015. *Resuscitation.* 2015; 95:83

⁶Mell HK, et al. *JAMA Surg.* 2017; 152:10:983-984. DOI:10.1001/jamasurg.2017.2230.