

Sensimed received product registration in Australia and Canada



Lausanne, February 16th 2012. Sensimed announced today the registration and commercialization in Australia and Canada of the SENSIMED Triggerfish[®].

The Swiss-based company Sensimed AG has developed the SENSIMED Triggerfish[®], a revolutionary contact lens for monitoring continuously the fluctuations in intraocular pressure to facilitate the management of related diseases such as glaucoma.

Sensimed has received product registration from the Australia Therapeutic Good Administration (TGA) to sell the SENSIMED Triggerfish[®] system in the Australian market. Emagin Pty Ltd based in Sydney has been appointed the exclusive distributor in Australia. Emagin provides Australian health care professionals access to the latest technology and equipment from medical manufacturers from around the world. Stig Visti Andersen, VP Sales & Marketing of Sensimed says "Sensimed is pleased with the outcome of the registration process required by the TGA in Australia. The signed partnership agreement with Emagin will give patients in Australia suffering from glaucoma disease access to 24h continuous monitoring of IOP and thus chances of an improved treatment strategy"

Together with the Sensimed Triggerfish[®] product registration in Canada, a distribution agreement is signed for the Canadian market together with Labtician Ophthalmics a company oriented to provide innovative medical device & pharmaceutical products in the ophthalmic area. "We are delighted to develop our market strategy in the North American region and have a key distributor with strong experience and track record in sales and services to ophthalmologist in Canada." continues Stig Visti Andersen.

Glaucoma is an asymptomatic, progressive and irreversible disease that leads to blindness unless adequate treatment is provided. Glaucoma is the second most common cause of blindness worldwide and affects about 70 million people. Abnormal intraocular pressure is a known cause of glaucoma. This behavior is individual, has transient peaks and varies significantly over a 24 hour period. By providing ophthalmologists with the 24 hour profile of intraocular pressure, the SENSIMED Triggerfish[®] helps the doctor to better understand the condition of the patient, to provide personalized treatment, and to monitor the efficacy of the treatment over time.

About Sensimed:

Established in 2003, Sensimed AG is a Swiss company with its principal focus on design, development and commercialization of integrated micro-systems for medical devices. Sensimed was spun off from the well renowned Swiss Federal Institute of Technology (EPFL) and grows within a world-leading cluster for medical devices in the lake of Geneva area. Sensimed has developed a new, patented, non-invasive product that will significantly improve identification and treatment of glaucoma disease by monitoring intraocular pressure around the clock.

For further information see: www.sensimed.ch

For further information about Emagin Pty Ltd see: www.emagin.com.au

For further information about Labtician ophthalmics see: www.labtician.com