

An AED doesn't do anyone any good if you don't know where it is in the time of need.

In situations where seconds mean life or death to sudden cardiac arrest victims, Atrus' AED Link™ enables a more rapid AED response than is available today.

Do you know where your community's AEDs are?

In the event of a sudden cardiac arrest emergency, could your community's dispatch center link together the SCA victim, a nearby citizen responder and the nearest available AED?

If you've been keeping up with AEDs in your CAD system, how current is your list? Is the AED that was placed 3 years ago still there? Is it in working condition? Who updates this information and how often?

AED Link expands the reach of 911 dispatchers to enable faster lifesaving automated external defibrillator (AED) response to the community

The Need for Atrus' AED Link™

In a 2010 paper in the Journal of the American College of Cardiology, entitled "Survival After Application of Automatic External Defibrillators Before Arrival of the Emergency Medical System", Drs. Weisfeldt, Sitlani, Ornato, et. al, set out to assess the effectiveness of contemporary automatic external defibrillator (AED) use.

In their conclusions, the authors noted that "overall survival to hospital discharge was 7%. Survival was 9% with bystander cardiopulmonary resuscitation but no AED, and 38% with AED shock delivered.

Their results "reinforce the importance of strategically expanding community-based AED programs."*

Currently, many sudden cardiac arrest (SCA) victims die, though AEDs and AED responders are nearby. 911 dispatch agencies lack meaningful information about the presence and location of AEDs placed in public settings.

Similarly, 911 dispatch centers lack the ability to proactively communicate with citizen AED responders who are ready, willing and able to quickly retrieve nearby AEDs and respond to sudden cardiac arrest emergencies.

AED Link makes it possible to substantially increase SCA survival rates.

AED Link expands the population of potential AED users beyond traditional emergency medical services personnel. This can reduce the time to defibrillation in public settings, making it possible to save thousands of lives.

As the first-of-its-kind system to bridge two key links in the chain of survival, AED Link:

- Informs 911 dispatchers about AEDs at, and nearby, the locations of SCA victims
- Automatically "dispatches" nearby trained volunteer citizen AED responders to the location of SCA emergencies.

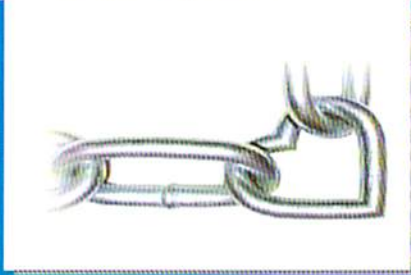
More information is available at www.AtrusInc.com

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*J. Am. Coll. Cardiol. 2010;55:1713-1720; doi:10.1016/j.jacc.2009.11.077

** Notice: These scenarios come from independent third-party sources and are presented solely to illustrate the growing number of potentially avoidable sudden cardiac deaths that are reportedly occurring at locations with AEDs.

For more information about the AED Link system call (888) 393-7844 or email info@AtrusInc.com



911 System Gap

Very few 911 dispatch agencies are able to include any information about the location of public access AEDs or AED responders in their computer aided dispatch systems. Where such information is included, the location of AEDs is address specific. AEDs located next door, across the street or on another floor remain invisible to 911 systems. As an example, if there is a sudden cardiac arrest (SCA) victim at a local coffee shop, dispatch agencies aren't able to inform citizen responders about an AED located at the bank next door.

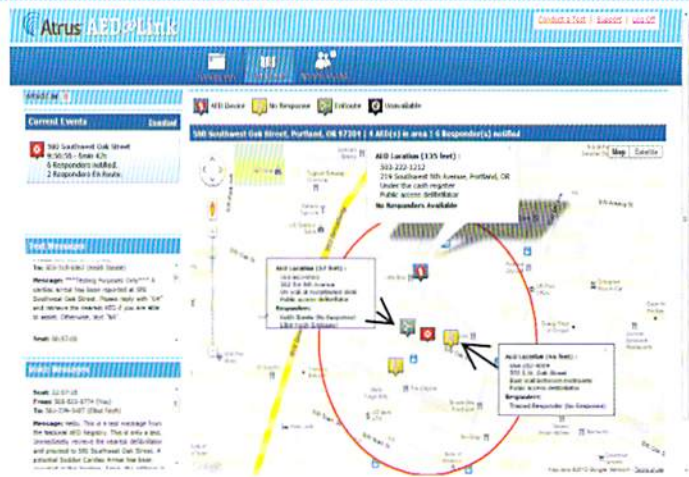
AED Link™ places 911 dispatch agencies at the forefront of the first true community-based sudden cardiac arrest response system.

Atrus' company vision is to help save the lives of SCA victims by making bystander response to SCA more effective and efficient.

AED Link software monitors dispatch calls and, when the call code for sudden cardiac arrest is identified, this information is sent to Atrus' back-end system.

AED Link then map-displays registered AEDs in close proximity and, simultaneously and automatically, notifies nearby registered citizen AED responders with instructions to retrieve their AED and take it to the location of the SCA victim.

How Atrus' AED Link Works



Sample AED Link PSAP Display

Atrus' AED Link provides a complete solution with:

- AED Link 911 dispatch agency connectivity that fully conforms to agency network security requirements
- No additional expensive CAD integration
- Complete access to Atrus' National AED Registry™
- Integrates seamlessly with the PulsePoint app
- AED Link Web-based software tool to register citizen AED responders and community-based AEDs
- Public awareness marketing tools to encourage organizations to join the Atrus-enabled community AED program by registering responders and AEDs



Sample Community AED Deployment

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Atrus is a strategic partner of



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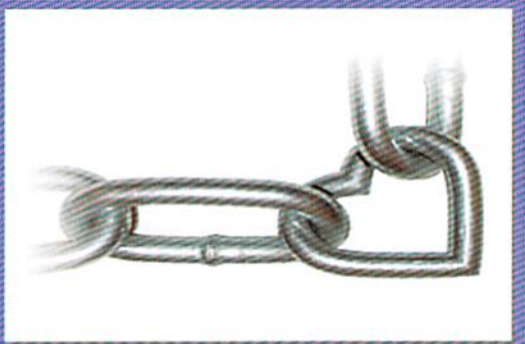
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About AED Link

The Atrus™ AED Link™ system helps your 911 dispatch agency substantially and cost effectively increase the benefits of publicly placed automated external defibrillators (AEDs) deployed in your community. The Atrus AED Link system offers life-saving AED location data to 911 dispatchers via Atrus' web-based National AED Registry™. Dispatchers can then see the location of nearby registered AEDs and help those on-scene get these lifesaving devices to SCA victims faster, thereby increasing the chances that lives will be saved.

Benefits of the AED Link System for 911 Dispatch Agencies

Quickly provide 911 callers with information about the location of nearby registered AEDs.

Easily manage your community's AED registration requirements.

Avoid costly build out and management of a registration system by using the National AED Registry internet-based tool.

Cost-effectively acquire and meaningfully utilize AED location data required by many states and localities, helping to meet community standard of care expectations regarding dispatcher knowledge about the location of AEDs.

Quickly and efficiently add reliable and regularly updated AED location data into existing GIS systems.

Reduce agency risk by increasing the quantity and quality of AED location information.

Study and better understand where SCA events occur compared with the frequency and location of AED use in your community.

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How Atrus' AED Link System Fills a Critical Information Gap

When sudden cardiac arrest strikes, bystanders immediately call 911. However, 911 dispatchers generally lack information about the presence and location of AEDs at, or nearby, an SCA victim. To address this critical information gap, Atrus created and manages the National AED Registry (www.NationalAEDRegistry.com). It is the first and only national database resource specifically designed to help improve SCA survival rates by rapidly linking potential AED users and SCA victims with nearby AEDs. The National AED Registry is a robust data repository containing information about the presence and location of registered publicly accessible AEDs and the people trained to use them. This information is used by the AED Link system to generate and transmit an up-to-date map showing 911 dispatchers the locations of registered AEDs at and nearby SCA victims.

The Importance of Atrus' AED Link to 911 Dispatch Agencies

By subscribing to the Atrus AED Link system, 911 dispatch agencies receive registered AED location data in real-time, thus enabling dispatchers to communicate AED location information to callers reporting potential SCA incidents. This leads to more rapid and frequent AED use and increased chances of survival for SCA victims.



Sample AED Link PSAP Display

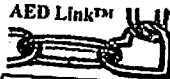
Public Safety Benefits of the Atrus AED Link System

Today, publicly available AEDs are rarely retrieved and used because bystanders can't see them and 911 dispatchers are unaware they are nearby. In fact, it is estimated that public access AEDs are only used with less than 3% of all out-of-hospital SCA victims – typically when a device is visible within about 50 feet of the victim's location. By subscribing to the AED Link system, 911 agencies are able to know the whereabouts of nearby registered AEDs and can increase from 50 feet to 300 feet the effective coverage range of each AED.

More information is available at www.atrusinc.com



Elliot R. Fisch
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any good if no one knows
where it is in the time of need.

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