

Press Release  
Västerås, 23 November 2004

## **Swedish company first in the world Medical instrument demonstrated directly over the Internet**

**Swedish PHASEIN is the world's first medical-technical company to enable the testing of a medical instrument over the Internet. The technology used comes from another Swedish company, Runaware, which develops holistic solutions for the marketing, testing and evaluation of software over the Internet.**

Medical technology as a rule is very complicated, and marketing channels are traditionally composed of personal meetings between salesperson and customer. But in tandem with products becoming increasingly software-based, scope is created for new marketing methods. According to PHASEIN's CEO, Robert Zyzanski, developments in medical technology have moved forward very quickly and the monitor interface today plays a central role.

"Only a decade ago, knobs and levers dominated – with a lot of mechanics and very little software. The opposite applies today, and a natural consequence is to therefore use the Internet as a marketing channel. It's very satisfying to be leader of developments that many others will certainly follow."

In spite of PHASEIN being a very niche-oriented company, the potential is tremendous. The global market for this type of product is estimated to be worth around 2 billion dollars. Runaware's technology enables PHASEIN to reach new customers and dealers in a simple way. The program that can now be tested on the Internet provides all values from a virtual patient, thus rendering the evaluation a realistic experience.

"We are taking an initial step and offer the chance to play with our product on the screen. We shall have come quite a long way by being able to demonstrate the interface, and will soon be able to demonstrate more. I believe that we will gain customers we could not have reached by other means," continues Robert Zyzanski.

### **WORLD-LEADING TECHNOLOGY**

PHASEIN has developed IRMA – the world's smallest anaesthetic gas sensor for the measurement of oxygen, carbon dioxide and anaesthetics in the respiratory air of anaesthetised patients. The sensor has a USB outlet and the software is compatible with Windows XP, PocketPC and Palm OS, which is unique within the medical-technical sector. This implies for example considerable integration potential, and enables a service technician to test the instrument directly in his notebook or handheld computer.

### **NEW AREA ALSO FOR RUNAWARE**

Runaware's customers have so far been primarily software manufacturers such as FileMaker, Microsoft, Citrix and SPCS. This cooperation agreement with PHASEIN will imply Runaware becoming established in a completely new market.

"Our cooperation with Phasein demonstrates how a completely new application can open up a whole new segment for Runaware. It shows that our solution works in different contexts and industries", says Stefan Gidlund, Chief Operating Officer at Runaware.

See PHASEIN's application at [www.phasein.se](http://www.phasein.se)



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#### **About Runaware**

Runaware is a Swedish IT company that offers holistic solutions for the marketing and sale of software over the Internet, using the *Runaware TestDrive* technical platform. Runaware's solutions are based on the customer's need to test and understand a computer program before buying. The unique *Runaware TestDrive* technical platform enables the purchaser to test and evaluate a program, or obtain a personal demonstration by a salesperson, without having to first download or install the software. All that is needed is an Internet connection and a web browser. More information is available at [www.runaware.com](http://www.runaware.com).

#### **About PHASEIN**

PHASEIN develops, manufactures and markets ultra-small gas monitoring probes, which can be integrated into patient monitors, anesthesia delivery systems and ventilators. PHASEIN's multigas probe IRMA is the size of an oximeter probe and thus overcomes the common shortfalls of traditional monitors, namely: convenience, mobility and ease of integration. The target groups for the IRMA probes are international medical equipment companies working within the fields of anesthesia, intensive care and emergency care. PHASEIN's in-house tradition and expertise in developing gas analysis systems has resulted in the launch of the world's smallest multigas analyser – the IRMA probe. PHASEIN's vision is summarized by the term: PLUG-IN and MEASURE ...