



8500 Series Improvement

The model 8500 series has a new and improved battery door cover. This new feature provides a more secure and robust cover for the battery compartment. This change took place in all 8500 models (8500, 8500A, 8500M, 8500MA, and 8500AV) in mid June.



The model 8500 has been available for 15 years and enjoys a very strong reputation for accuracy and durability. It is available at an economical price compared to the newer model 2500. But the model 8500 has the same PureSAT technology as all of the new Nonin pulse oximeters. The model 8500 offers an excellent value for best performance.

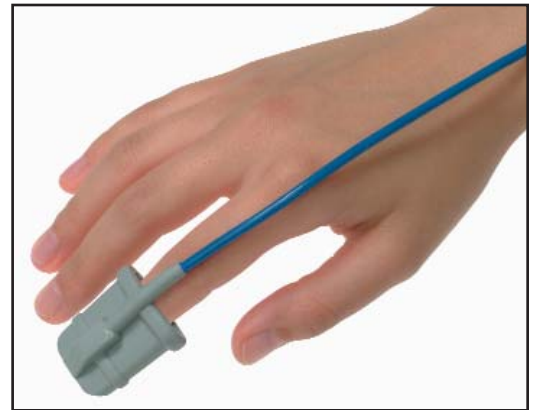
New Sensor, New Opportunity

Nonin Medical has just introduced two new lines of oximeter sensors. On June 1 Nonin announced the addition of 3 sizes of a new soft sensor; the model 8000S. This reusable sensor simply slides on the finger yet provides a snug and comfortable fit that can be worn for longer periods of time. The small 8000SS would fit an infant and the large 8000SL would be appropriate for a large adult finger. The medium size would be appropriate for most average sized adults.

Unfortunately, because of design patents, the Soft Sensors can not be marketed in Germany or Japan.

On June 7th, Nonin introduced a more economical line of disposable sensors that cost 25% less than Nonin's current 7000 series. These sensors use the same micro-foam tape as our current disposable sensors. The 6000 series is a duplication of the 7000 series which will be discontinued at some point in the future. So it is important for you to begin to shift from the 7000 sensors to the 6000 sensors.

All of these new sensors are manufactured to meet Nonin's strict PureLight® requirements. This means that the light diodes (LED)



meet a much tighter tolerance for wavelength and light intensity. The result is a system that eliminates variations in readings from patient-to-patient and sensor-to-sensor. There really is a difference.

The lower cost of the new 6000 Series disposable sensors will allow you to be much more aggressive with sensor contract opportunities. Nonin will be aggressive in supporting your efforts to place Avant monitors on disposable sensor contracts. Please contact us if you have sensor opportunities.

All of these sensors are available for ordering. If you did not receive the announcement, please contact your Nonin Sales Manager and we will re-send the information to you. We also sent the announcements and new price lists to you by mail. In October, the Soft Sensors will also be available for the WristOx® and the Avant 4000 Bluetooth and in 3-meter versions.

Member of the Nonin Team



Denny Roberts

Denny Roberts was recently promoted to the position of Technical Service Supervisor. He assumed his new duties

from Andy Radford, who is now serving as Operations Manager at Nonin.

Denny has a degree in electronics and has worked at Nonin for twelve years. During that time, he has worked in production, engineering and technical service. Denny discovered that his talents were put to best use in the technical service department. He gets real satisfaction from helping customers solve the most challenging technical questions. Denny's long-term experience with Nonin has made him a real "go-to" person for other members of our sales and marketing team!

Denny is married and has two daughters who are both college students. His wife has worked as an ICU nurse in a major hospital in St. Paul for the past 14 years. Medical technology and service runs in the family!

Later this year, Denny will lead two technical service seminars in Europe. More details of these seminars will be sent to regional distributors soon.

Please join us in congratulating Denny on his promotion and new position at Nonin!

Trade Show Tips

Nonin Medical, Inc. exhibits our products at more than 40 tradeshows each year. Don, Ted and Jeff also have the opportunity to work with international distributors at their local exhibitions from time to time. We have learned that a few "accessories" are especially helpful at a trade show. Let us remind you about some of these helpful tools that help you sell more products.

8000S Patient Simulator. When this small box is connected to any Nonin product (except the Onyx), the display on the pulse oximeter simulates patient data, showing viewers exactly what the product does. This is especially helpful with a model like the Avant 9700. The SpO₂, HR and plethysmographic waveform are all shown in their bright colors. It is also helpful with a PalmSAT placed in a 2500C charging base. The 8000S is listed on the back page of your Nonin Price List. Please note that a model UNI-EXT-1 (1-meter extension cable) is required to connect the 8000S to the Nonin pulse oximeter. We recommend using 2-3 simulators at a trade show.

Avant Pole Mount Clamp. This handy accessory shows how any Avant model can be attached to a pole (bedrail, IV pole, ambulance rail, etc) in a horizontal or vertical position. If your trade show booth has an available pole as part of the stand, you can attach the PMC and Avant to it. Or you can take an IV pole along to use for this purpose. Several Avant units can be displayed on one pole at "eye level". The PMC is listed on all Avant pages in your Price List.

Sensor Hook. Purchase a small plastic hook with adhesive backing. Attach this hook to the back of your display table, away from visitor traffic. Hang one of each type of Nonin sensor on this hook. When customers ask about sensors, simply reach for your group of sensors and give them a true demonstration of the many various finger clip, disposable, flex and new soft sensors from Nonin. You can buy these inexpensive hooks at any discount or houseware store.

Wear both the 9500 and 9550 Onyx models around your neck. In this way, you can immediately demonstrate the differences between the two models. It is much easier to show these differences than it is to tell them without the benefit of looking at both models simultaneously.

Wear a model 3100 WristOx on one wrist and a model 4100 wireless module on the other wrist. The 4100 should be "talking to" an Avant 4000 which is prominently displayed on an eye-level shelf somewhere in your booth. Customers are very intrigued by this new technology. By wearing a different type of monitor on each wrist, you are certain to generate interest in various Nonin models when you shake hands or greet the customer.