



Press Release

January 18th, 2013

MEDISANA is a sponsor and co-exhibitor at this year's ISPO

Neuss. At this year's ISPO in Munich MEDISANA will be making its debut as a sponsor and co-exhibitor. The leading industrial trade fair for the sports industry has become increasingly important to the health care sector. This is due to the fusion of sport and health that has given rise to the health style megatrend. Sports and physical activity programmes are increasingly in demand because they are regarded as a health benefit. Sports and exercise combine prevention therapy and lifestyle, thus transforming exercise into an aspect of health care. This trend has stimulated the development of an increasing number of product innovations and new groups of customers that will revitalize the sporting goods market and the health care industry. This is reason enough for MEDISANA - one of the leading experts in the home health care market - to be at ISPO (3-6 February, 2013) at the so-called health style booth. There the company will be presenting the VitaDock® series as well as the CardioCompact upper arm blood pressure monitor.

MEDISANA's CardioCompact offers a high-quality upper arm blood pressure monitor with a handy travel alarm clock function. The VitaDock® product line provides consumers with classic health care monitoring devices that allow mobile health care management when connected to an iPhone®, iPod touch® or iPad®. VitaDock® includes four separate products: the GlucoDock® blood glucose monitoring module, the ThermoDock® infrared thermometer module, CardioDock®, through which blood pressure and pulse can be monitored and TargetScale®, a body composition monitor that integrates personal objectives. MEDISANA's presentation at ISPO once again emphasises its role as a leader in and pioneer of mobile health monitoring.



MEDISANA is located in Hall C1, Booth 121.