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NEWSLETTER 2/ Q2 2012



In current issue of ALVO NEWSLETTER:

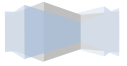
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Enjoy reading!





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ALVO MEDICAL signs strategic cooperation agreement with Distributed Medical to offer medical image management solutions on a global scale.

Lund, Sweden, May 6th, 2012 – ALVO Medical has signed a strategic cooperation agreement with Distributed Medical AB of Lund, Sweden. Distributed Medical offers renown solutions for recording, viewing, distributing and storing surgical and medical video documentation. They also feature the telemedic conferencing functions of tomorrow, are fully integrated client-server designs and combine proved-in-combat technologies with the power and ground-breaking possibilities of the modern IP-based network.



Photo, left: Fredrik Jonsson, CEO at Distributed Medical with Tadeusz Olszewski, President of ALVO, and Magdalena Gałężewska, Commercial Director at ALVO.

Distributed Medical will provide an integrated version of the well-appreciated image management system VidiView called **VidiView INTEGRA**. VidiView offers a medical state-of-the-art image management solution for multiple input recordings, secure storage, easy handling and multiple input broadcasting to any given location.

“The collaboration with ALVO Medical opens new doors on many new markets for Distributed Medical. With + 35 distributors in many different parts of the world, we are very excited providing ALVO with the latest in medical image management” – says Fredrik Jonsson, CEO of Distributed Medical.

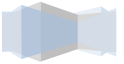
“The VidiView Integra is a fantastic new part of Integra that brings our integrated OR solutions to a completely new level. The response from the market has been overwhelming already, and we are looking forward in offering the new Integra to new and existing customers all over the world” – says Magdalena Gałężewska, Commercial Director of ALVO Medical.

Companies have already exhibited together during Arab Health 2012, SALMED 2012, Africa Health 2012 and Hospital Build Europe and Middle East 2012 editions.

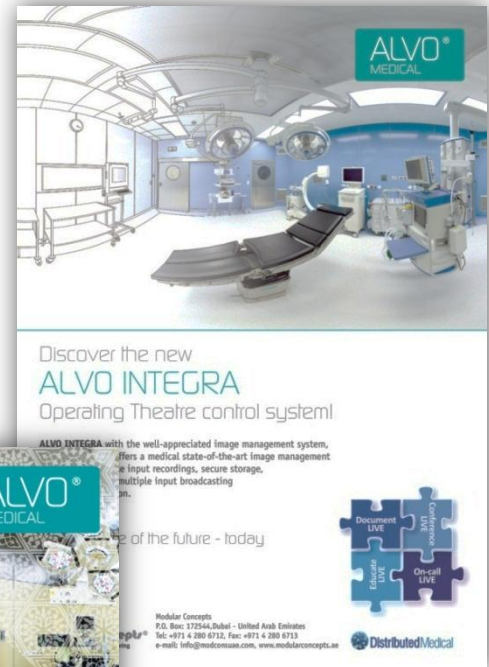




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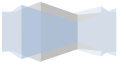
ALVO in the press



menedżer zdrowia

..."Polish healthcare facilities may invest gained funds in equipment solutions already available in Poland, that will enable to adjust operating theatres to legal requirements. In great majority it will be medical equipment imported to Poland by representatives of world's leading manufacturers. There are renown brands on our market as well however. One of these is ALVO MEDICAL. The Company delivers turnkey solutions to Operating Theatres. Moreover, this Polish Company also sets courses on global markets and boasts with Customers in each part of the globe"(...) *MENEDŻER ZDROWIA, June 2012*





In first quarter of 2012 two operating theaters for hybrid interventions started running.



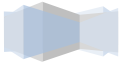
King Fahd Medical City
Riyadh, Saudi Arabia

KING FAHD MEDICAL CITY (KFMC) IN RIYADH

is the biggest medical complex in the Middle East. It contains general hospital, obstetric, pediatric, rehabilitation and emergency clinics. Apart from the hospital clinics, the complex boasts with many outpatient specialist labs, nephrology center, intensive care units and spinal cord treatment units. The four hospitals altogether, make the KFMC the biggest healthcare center in the Middle East.

The estimated annual operating budget of the KFMC is around 300 million Saudi Riyal (ca. 80 million US dollars), including medical and non-medical maintenance and catering cost.





Opening of the "American Heart of Poland"
 Cardiosurgery Clinics in Bielsko-Biala, Poland
 Head: Prof. dr hab. Andrzej Bochenek

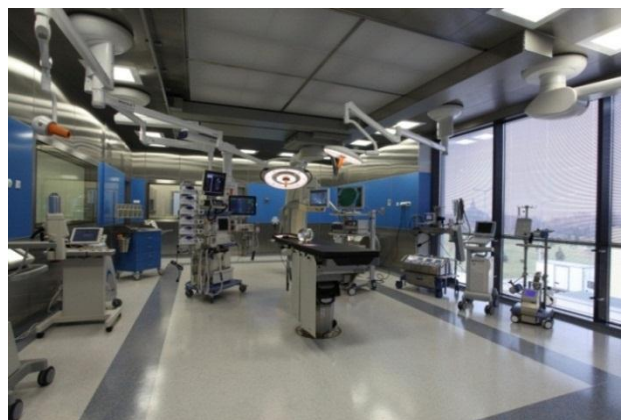


AMERICAN HEART OF POLAND CARDIOSURGERY CLINICS, BIELSKO-BIAŁA, POLAND

"American Heart of Poland" is a network of interventional cardiology, angiology and cardiosurgery clinics operating in different regions of Poland. The first clinic was established by the initiative of leading American and Polish Doctors. The major idea was to introduce innovative methods of treatment in cardio-vascular disorders.

During the 12 years of activity, thanks to great potential, renown professional Staff and the patient admission guarantee, the American Heart of Poland Clinics have become trusted and highly valued cardiosurgery hospitals in Poland and abroad.

Hybrid cathlab with view over the city
 – professional and friendly workplace





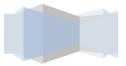
In April 2012 the ALVO INTEGRA system was installed in Ecuador



**IESS Hospital in Quito, Ecuador
(Instituto Ecuatoriano De Seguridad Social)**

Following the contact from MEDICA 2011 the first ALVO INTEGRA system was installed in Ecuador. The ALVO INTEGRA ordered by the Customer in Ecuador manages the ALVO Etuda operating table, ALVO operating lights, general lighting, laparoscopic camera and general camera.





In 2012 we participated in
15 medical exhibitions on
4 continents



Hospital Build Europe 24-26th April 2012
 Berlin, Hall 1.1, Stand A04

Africa Health 9-11th May 2012
 Johannesburg, Republic of South Africa, Stand 6J35

KIHE 16-18th May 2012
 Almaty, Kazakhstan, Hall 11

Public Health Siberia 23-25th May 2012
 Novosibirsk, Russia, Stand B211

Hospital Build Middle East 4-6th June 2012
 Dubai UAE, stand RK01

ALVO MEDICAL Platinum Sponsor of the
 Architect's Congress

Zdorovie 5-7th September 2012
 Astana, Kazakhstan

Medica 14-17th November 2012
 Duesseldorf, Germany, Hall 13, Stand B10

Zdravookhraneniye 3-7th December 2012
 Moscow, Russia



Welcome to visit us on MEDICA 2012!

Hall 13, stand B10





FAIRS AND EXHIBITIONS JANUARY – JUNE 2012

ARAB HEALTH DUBAI, 23-26.01.2012

Number of exhibitors: 3,094

Number of international pavillons: 32

Represented countries: 63

Exhibition space: 47,815m²



According to survey made among the Arab Health participants, the major target of Exhibitors is finding new business relations. The Visitors are mainly searching for information about new products.

ALVO MEDICAL participates in Arab Health since 2005. Each edition attracts a bigger number of Visitors. In 2012 the Arab Health Organisers noted a 15% increase in Visitors number compared to year 2011 r. (76,101 Visitors).

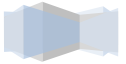
Visitors Profile at ALVO stand:

- 30%** Agent/Dealer/Distributor
- 20%** Representatives of the Hospital Private Sector
- 20%** Representatives of the Hospital Public Sector
- 12%** Hospital architects and designers
- 10%** Lab diagnostics
- 8%** students of medicine





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ALVO MEDICAL



NEBROPATH



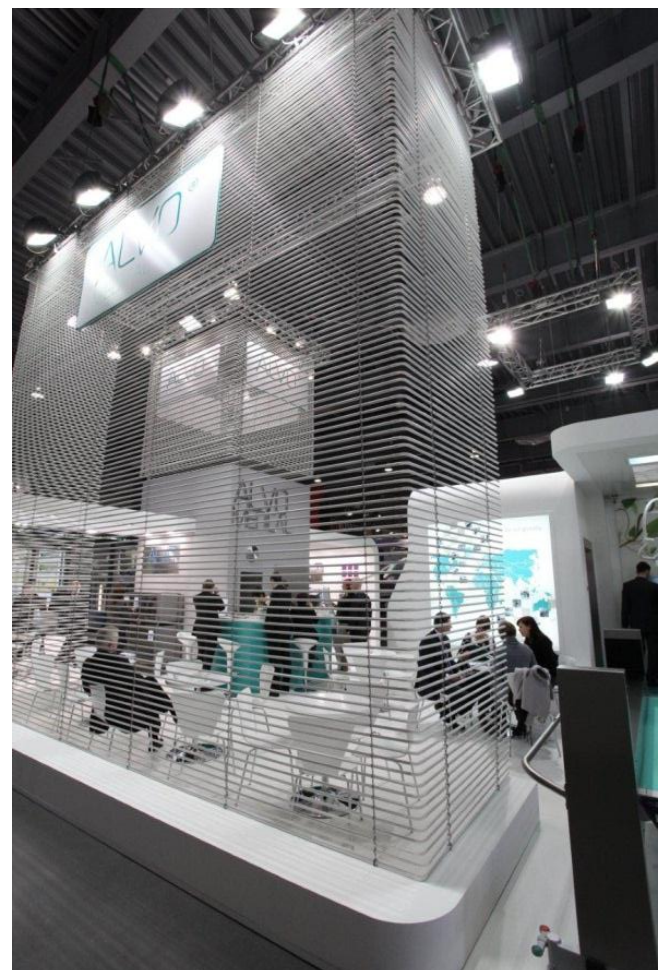
ALVO ANIMAL

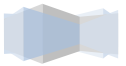
SALMED 2012**POZNAŃ, POLAND 14-16.03.2012**

The ALVO Company presented the wide offer of brands ALVO MEDICAL, ALVO ANIMAL and Nebropath during the SALMED 2012 fair.

Most of the Visitors were interested in medical products: operating tables, operating lights, medical furniture, surgical scrub sinks, mobile patient transfer system ALVO TRANSPA. Customers planning modernization or build-up of the hospitals showed interest in art glass (hygienic glass cladding).

ALVO MEDICAL stand was awarded with ACANTHUS AUREUS reward, as a stand mostly coherent with marketing strategy of the Company





3RD WINTER ARCHITECTS' WORKSHOP

CELADNA, CZECH REPUBLIC
10-12.02.2012



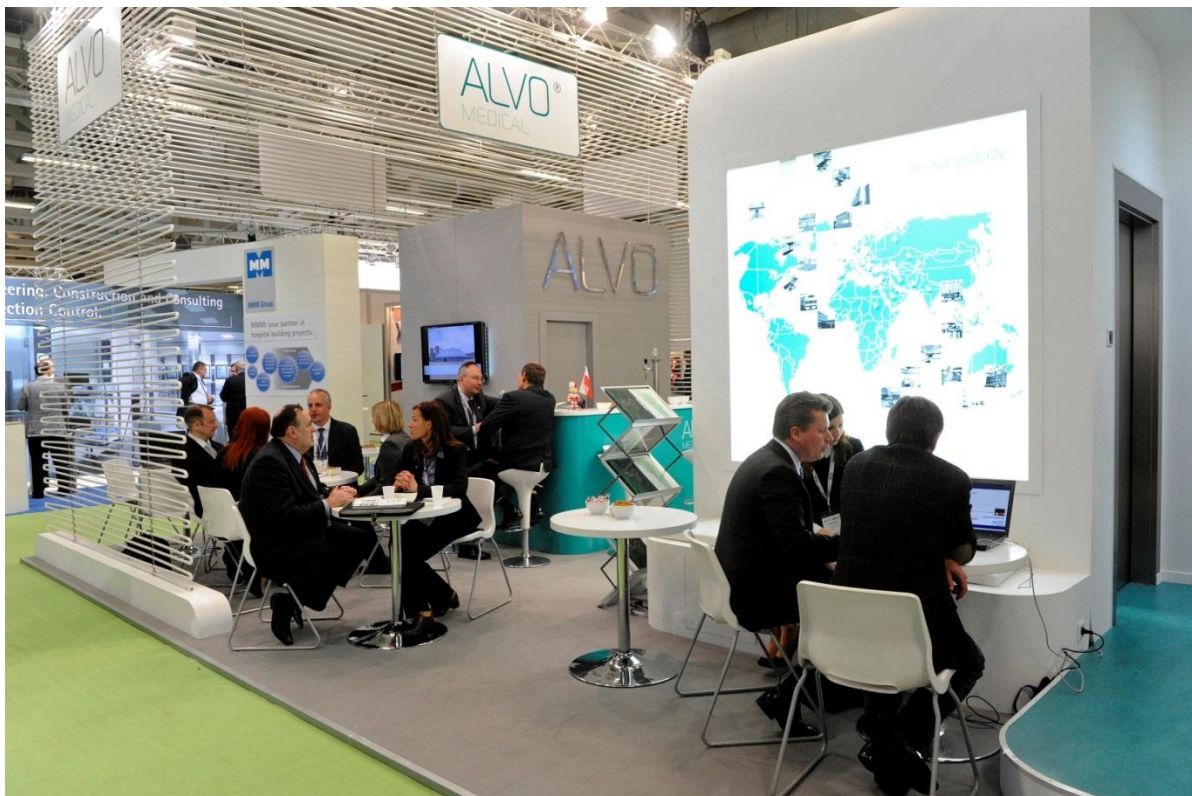
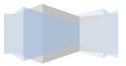
ALVO MEDICAL

It was the 3rd edition of the ski-workshop that ALVO MEDICAL organized for Hospital Architects and Designers. This year the Architects shaped the Program participating in discussions and giving their expertise on presented topics.

Our workshop was held in picturesque surroundings of the ski&spa resort in Celadna and gathered 31 experienced Architects and medical suppliers: CADOLTO, Getinge, Weissklimotechnik, Nova-trading, Nebropath, Hill-Rom.

A vivid discussion between architects, law-makers and medical technology engineers started trilateral education in terms of hospital planning. All Participants received a ticket to Hospital Build Europe exhibition and congress.





ALVO MEDICAL

HOSPITAL BUILD EUROPE 2012 BERLIN, 24-26.04.2012

ALVO MEDICAL invited architects and investors to Berlin for Hospital Build Europe exhibition. The ALVO stand became a „hotspot” for discussions about modern hospital design and technologies available. The Visitors payed much attention to the newest ALVO offer for architects – 3D laser scanning. Laser scanning of objects gives big advantage to ALVO’s project management – shortens the planning, eliminates errors and guarantees fast and precise project development.

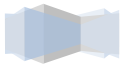
Laser measurement of objects by means of a 3D scanner is still an innovative method. ALVO realized 2 projects so far using the laser scanner.

The laser scanning service including material processing facilitates the work of architects. We look forward to new cooperations!





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ALVO MEDICAL PLATINUM SPONSOR OF THE ARCHITECT'S CONGRESS IN DUBAI!

HOSPITAL BUILD MIDDLE EAST DUBAI, UAE 4-6.06.2012

Between 4-6 June 2012 r. we participated in Hospital Build exhibition in Dubai. This year ALVO MEDICAL joined the group of Sponsors of the World's Architects Congress, taking place at HOSPITAL BUILD & INFRASTRUCTURE MIDDLE EAST 2012 exhibition.

The lecture titled: „MODERN OPERATING THEATRE DESIGNED IN BIM TECHNOLOGY" was dedicated to innovating technologies of hospital design, especially the operating theatre. The Speakers of ALVO MEDICAL were experienced Architects: Elizabeth Niedźwiecki and Mieszko Niedźwiecki from N+Parametric Design.

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integrated solutions for
HYBRID OPERATING THEATERS
EMERGENCY ROOMS
RADIOLOGY
PATHOLOGY
ENDOSCOPY
LABORATORY

HOSPITAL BUILD & INFRASTRUCTURE MIDDLE EAST 2012
EXHIBITION & CONGRESS

4-6 JUNE 2012
DUBAI INTERNATIONAL EXHIBITION CENTRE, UAE

ALVO MEDICAL

Platinum Sponsor of the Architect's Congress,
Hospital Build Middle East
4-6th June 2012, Dubai UAE

- operating lights
- operating tables
- wall cladding – stainless steel and glass
- ceilings and laminar flow
- doors
- mortuary equipment
- medical cabinets and furniture
- trolleys and transportation systems

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Q & A Sessions with Exhibitors

Q & A with [Malek El Hussein](#), Business Development Director, Middle East, GE Healthcare
 Q & A with [Nicole Schaumburg](#), MarCom Manager, BERCHTOLD GmbH & Co. KG
 Q & A with [Michael Karsta](#), President, Middle East & Africa, Draeger
 Q & A with [Tim Fisher](#), Brand & Communications Executive, Vernagroup Ltd
 Q & A with [Mr. Alexander White](#), Executive Manager – Architecture, DAR Engineering
 Q & A with [Ghassan Freiwat](#), Commercial Leader, Trane Middle East & Africa
 Q & A with [Ramez Kopty](#), Business Development Manager, Universal Hospital Services

An interview with Dr Nabhan - Speaker at the Surgery Management Conference 2012

Share More info

المعرفة بقانون المسؤولية الطبية
 بديي، تحمي الأطباء والمرضى
 اليوم

Hospital Build & Infrastructure Magazine Issue 1 is available online now!

View the complete first issue of the Middle East's number one magazine for the hospital build and infrastructure industry. The magazine covers all topics affecting construction managers, architects, facilities managers, interior designers and engineers involved in the building of healthcare facilities.

Features in this issue include:

- Take two aspirin and tweet me in the morning
Making the case for social media in healthcare
- Q&A
Simon Laary from PWC shares his opinion on the key to improving quality in healthcare
- Going digital
Transforming healthcare through remote diagnosis, increased efficiency and reduced costs
- Special mHealth supplement with this issue
mHealth is becoming a booming industry in the global healthcare sector

HOSPITAL BUILD & INFRASTRUCTURE CHINA 2012
 EXHIBITION & CONGRESS
 19-21 MAY 2012
 BEIJING INTERNATIONAL CONVENTION CENTRE, CHINA

Hospital Infrastructure India 2012

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PHILIPS
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SEHA
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Abu Dhabi Health Services Co. ...

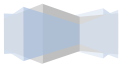
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„Glass has become a very demanded material in hospital architecture recently, especially for operating theatres. And that's due to safety and higienic qualities, as well as interesting design. Custom design art glass make the hospital environment more friendly.”

Leszek Szurkowski is one of these artist, designers whose sophisticated graphics decorate the walls of operating theaters and other hospital interiors. He participates in the choice of artwork and matching colours for the interior. The possibilities are endless, the aim is one: to create a friendly environment. Customers can pick from nature themes to body-art graphics, very popular at plastic surgery clinics.

ALVO: Professor Szurkowski, what is the mistery of glass art for the Operating Room? How are the panels with graphics designed?

LES Szurkowski: Glass panels for hospitals are designed according to the interior. Psychophysiology of sight is important (distance of the observer from the graphics, scale, colors and mood of the surroundings). I visualize the interior in several graphics options, so that the Customer can try how the theme will effectuate the interior.

ALVO: Is glass a resistant enough material and does it conform to hygienic requirements which are quite arduous at the Operating Theater?

LES Szurkowski: I think glass is the best material for this kind of exposition. We use safe glass from certified suppliers only. And glass is easy to clean, non-porous surface...

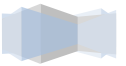
ALVO: Are 'trends' also present in hospital architecture? What kind of criteria do customers use when picking graphics for the hospital?

LES Szurkowski: Trends or fashion are less important. What is vital here is the choice of motives which create atmosphere of comfort. In fact it means art that put people in good mood, a healing and soothing mood. In order to achieve it, the right colour match is important (warm colour scheme, pasteles, clear advantages, harmonious composition).





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Art glass panels prepared for shipping to our Customer in Egypt

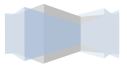
ALVO: Is there any key that you use when offering certain theme to the Customer? Will you, for example propose different graphics to a customer in Germany and other to a customer in India or Kazakhstan?

LES Szurkowski: Usually I propose 2 options: one versatile theme and one theme attractive through local „exotics”. Of course, I also respect the meaning of symbols and colours in the cultural aspect of the region.





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ALVO: In well developed countries the consciousness of how environments influence the way we feel is very high. Is this awareness growing? How important, in your opinion, is the design to the staff and patients in a hospital?

*LES Szurkowski: Growing interest in graphics 'inspired-by-nature' itself proves that this awareness has growing tendency. It is obvious that human functioning in society is based on a genetically and culturally grounded reactions to the environment and surrounding world. The so called **HEALING ENVIRONMENT** is nothing else than an interior which is advantageous to our senses, where lighting, colours and nature themes harmonize. Art glass panels also optically enlarge the room and facilitate concentration.*

ALVO: Prof. Andrzej Bochenek, a renown cardiothoracic surgeon, operates in a room with big see-through glass, enabling view over the city...

LES Szurkowski: What great idea! The atmosphere in the operating room matters to a surgeon as much as comfort on a ward does to the patient's recovery. Medical Staff spend hours in the operating room every day. So it needs to be designed carefully. But art glass is not only dedicated to operating room. We installed art glass panels in preparation rooms, over scrub sinks or on doors, and also in recovery rooms.

ALVO: Can we use any kind of high-resolution picture for art glass panels?

LES Szurkowski: Contrary to how it may seem, it is a very demanding technique. Not every picture is technically-adapted for such big dimensions. An important step when picking the picture is their technical preparation (high resolution, high-class optics used during taking the picture). Often the dimension of glass panel requires montage of few pictures together. Only after classifying technical parameters of the picture, we can focus on theme choice and it's interaction with the interior. Obviously, the distance from which the graphics will be watched matters.

ALVO: How big pictures can be used for operating theatres?

LES Szurkowski: Up to several meters. Operating rooms, where silence and concentration are important will favour graphics with simple themes that harmonize and are ideally composed.





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ALVO: Is it possible to compose *art glass* panels with other materials eg. stainless steel, HPL?

LES Szurkowski: Of course. Glass as neutral material offers many possibilities of combination with other textures and materials. Only imagination is the limit. However I definitely prefer natural materials over artificial ones. To me, the most natural composition is stainless steel, wood, stone and water.

ALVO: Which of the ALVO projects was the most interesting challenge to you?

LES Szurkowski: India... I was wondering whether the Customers will choose theme close to their very colorful world, or will pick something totally different. They surprised me choosing plain, almost monochromatic picture. In Egypt, the Customer also expected simple landscape picture, which to them might look exotic, although to us, in this part of the world is just a view over forest or field, something very obvious.

ALVO: Thank you very much for the interview.



Leszek Szurkowski

PhD in photography and multimedia

Photographer, graphic designer and illustrator. Academic teacher. 55 solo exhibitions and over 150 group shows in various parts of the world as an exhibitor, lecturer and jury. His works were published in numerous magazines such as Communication Arts Magazine, Graphis, Graphic Excellence USA, Masters of Photography, APA Awards Book and Photo District News. His fine art works can be found in private and gallery collections in Europe, Japan, Canada and the United States.

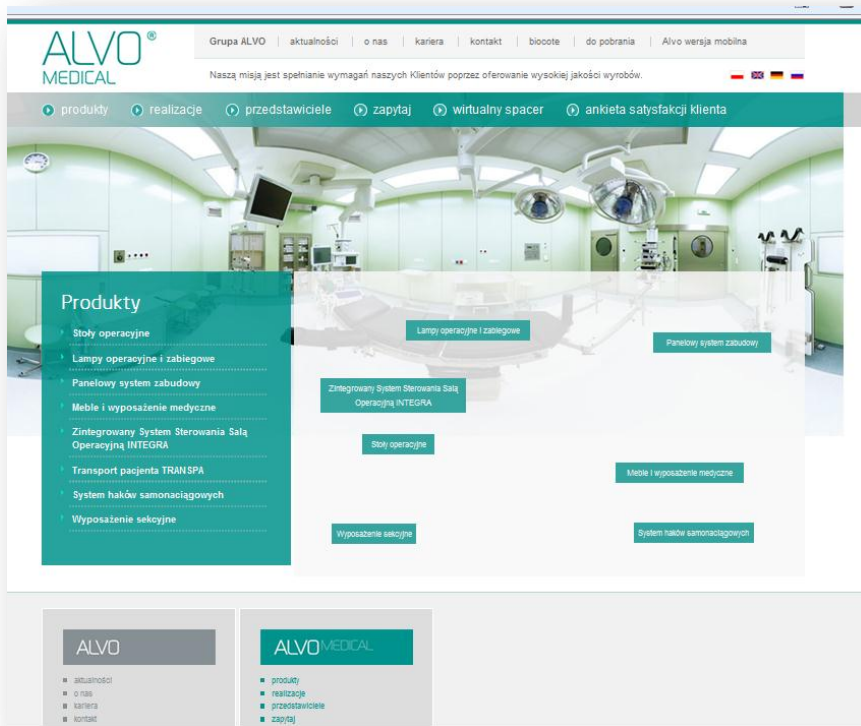




Did you realize that...

The biggest increase in the number of visits to www.alvo.pl we have noted in India (142%)!¹

The result we link to the increased marketing activity in the Region: participation in Hospital Infrastructure India Exhibition, modern ALVO showroom with art glass panels in Mumbai, the cooperation with Distributor - Draeger India.



The continuous improvement of the medical situation is the goal we intend to achieve through increasing the comfort of both the doctor and the patient.

www.alvo.pl

¹ Data from www.alvo.pl service analysis, period 05.2011- 05.2012.

