Health Robotics Expands i.v.STATION and i.v.SOFT Asia-Pacific Coverage to the Republic of Korea With BioRobotics

Health Robotics - August 12, 2010

BOZEN, Sud-Tirol, Italy, August 12, 2010 /PRNewswire/ -- Health Robotics today announced that BioRobotics, on the heels of its unprecedented market success with its line of Oncology Surgery robots, has exclusively selected Health Robotics’ i.v.STATION Robot and i.v.SOFT Workflow Engine to complete its objective to become the gold standard for IV Admixtures Automation in the Republic of Korea, building on top of its CytoCare exclusive agreement nine months ago.

"Expanding our CytoCare relationship with Health Robotics to these additional products has been an strategic goal of ours for quite some time, as we believe that the cost and small footprint of these innovative products together with their applicability to all Korean acute care hospitals as opposed to only Cancer Centers gives us the ability to enhance our objective to maximize market share and to offer end-to-end IV Automation solutions to our customers in the Republic of Korea", stated Bum Kyo Lee, CEO of BioRobotics.

i.v.STATION represents a revolutionary approach in the quest for safe, accurate, efficient, cost effective, and ready-to-administer intravenous patient doses. It offers unprecedented reduction of medication errors, ISO-compliant accuracy, improved sterility, and clinician labor savings: all within a scalable, cost-effective, distributed, and fail-safe architecture. i.v.SOFT constitutes an ideal complement to CytoCare and i.v.STATION both as a means to back-up robotic devices and to direct excess IV Admixture production demand and non-standard IV consumables (i.e. cassette pumps, ampoules, glass bottles, IV doses requiring the use of CSTDs, etc.) towards Laminar Airflow Hoods.

"It is a pleasure to renew our commitment and strategic partnership with BioRobotics and to ship the first i.v.STATION robot to Korea for installation in December 2010. We are confident that BioRobotics' technical expertise with Surgery Robots positions them to take full advantage of our new products. Additionally, this new strategic agreement marks the significant milestone for HealthRobotics of completing mainland Asia marketing and service channels' coverage for i.v.STATION, with only Taiwan and Oceania channel strategies remaining to be determined over the next few months", stated Gaspar DeViedma, Health Robotics' Executive Vice President.

About BioRobotics:

Founded in 1995, BioRobotics is currently the leading medical robotics supplier and the second largest medical importing business in the Republic of Korea with US $27M import volume during the year 2008. The company originally started in the Aesthetic laser surgery and Cryosurgery medical sectors and further expanded into robotic surgery in 2005. In only 4 years since the launch of Oncology Robotics in its core market, BioRobotics has already achieved twenty-four (24)
installations of the daVinci(R) Surgical robot in the Republic of Korea. For more information, please visit: http://www.biorobotics.co.kr/

About Health Robotics:

Health Robotics is the undisputed global leading supplier of life-critical intra-venous medication robots, providing over 100 hospital installations in 5 continents with robotics technology and software automation solutions deployed utilizing virtual high-availability technology. Its world-leading solutions CytoCare(TM) [hazardous IVs], i.v.STATION(TM) [non-hazardous IVs], i.v.SOFT(TM) [manual compounding software], MEDarchiver(TM) [life-critical clinical information system], and TPNstation(TM) [totally-automated parenteral nutrition] have and will greatly contribute to ease hospitals' growing pressures to improve patient safety, increase throughput and contain costs. Through the effective and efficient production of sterile, accurate, tamper-evident and ready-to-administer IVs, Health Robotics' solutions help hospitals eliminate life-threatening drug and diluent exchange errors, decrease other medical mistakes and sterility risks, work more efficiently, reduce waste and controlled substances' diversion, and diminish the gap between rising patient volume/acute and scarce medical, nursing, and pharmacy staff. For more information, please visit: http://www.health-robotics.com

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