



*Make better marketing, product and intellectual property (IP) decisions with comprehensive electronic product teardowns, advanced semiconductor reverse engineering and intellectual property consulting from UBM TechInsights.*

UBM TechInsights is the leading provider of sophisticated information, advice and intellectual property (IP) management software to technology companies facing complex technology or IP challenges. Clients in the medical devices industry rely on UBM TechInsights to assist them in the management of technology and IP portfolios, accelerating time-to-market, reducing risk and maximizing return on investment.

## MEDICAL DEVICE TEARDOWNS

UBM TechInsights medical device teardowns offer valuable intelligence on innovative technologies, form-factors and feature sets relevant to medical electronics professionals. Medical device product teardown reports are available individually or through licensed channel subscription for recently launched medical and health-related consumer electronics within the following categories:

- Blood glucose monitors
- Blood pressure monitors
- Body-worn wireless sensors
- ECG monitors
- GPS units
- Hearing aids
- Mobile connectivity devices
- Patient monitors
- Personal health & fitness devices
- Portable defibrillation
- Portable insulin/drug pumps
- Portable ultrasound systems
- Pulse oximetry monitors

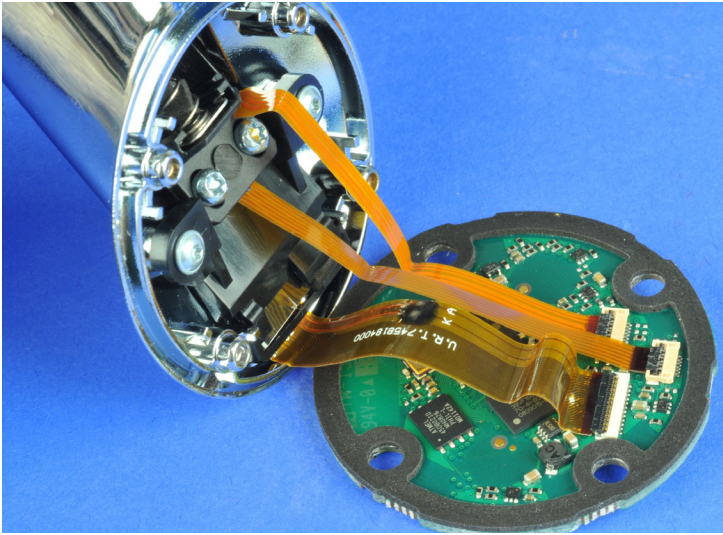
## ESSENTIAL INFORMATION

UBM TechInsights comprehensive product teardown reports reveal:

- Integrated circuit (IC) content, including brand, part number and description
- System architecture
- System metrics
- Subassembly metrics

Medical device OEMs value product teardown reports for critical insights into:

- Who are the emerging electronic component suppliers for electronic medical devices?
- What are the best approaches to reducing bill of materials (BOM) and manufacturing costs?
- How can wireless connectivity be best integrated and at what cost?
- What emerging consumer electronics technologies can be integrated into new medical products?
- What are the best design, sourcing and manufacturing strategies to compete in the emerging low cost environment?
- What are the competitive strengths of new international market entrants?



## OUR SERVICES

**Technical Intelligence** including semiconductor and software reverse engineering and electronic system teardowns that assist clients in market, product and IP decisions.

**Business Intelligence** on market and technology trends that help clients better understand market dynamics.

**IP Services** including consulting, analysis and brokerage that enable clients to manage IP for maximum business impact and return.

Semiconductor and component suppliers to the medical devices industry use product teardowns to identify:

- Socket opportunities
- Component integration opportunities
- IC packaging trends
- Competitive threats from new technologies and emerging suppliers

Through the information provided in product teardown reports companies operating in the medical devices market are able to make better decisions about competitive positioning, technology options, R&D strategies, intellectual property positions and marketplace opportunities.

### ANNUAL CHANNEL LICENSE

UBM TechInsights medical device teardown reports are available individually and through an annual channel license which provides access to a growing database of teardown reports delivering an unmatched view into the state of the medical devices industry.

The annual medical device channel license provides a total of **32 new teardown reports** that are prepared over the course of the year. In addition, channel licensees gain immediate access to

the following completed medical device teardown reports:

- Bayer Contour® USB Blood Glucose Monitor
- 3M Littmann® 3200 Electronic Stethoscope
- Given Imaging PillCam®
- Apple - Nike + iPod Sport Kit
- Omron HEM-711AC Personal Automatic Blood Pressure Monitor

UBM TechInsights sophisticated database access tools, IC Locator and Feature Set Search, enable channel license holders to query and flexibly view the contents of the growing medical device teardown database.

The medical device teardown channel is one of several electronics product teardown channels that provide timely technical intelligence of interest to companies operating within the electronics and semiconductor supply chain.

### FOR MORE INFORMATION

For more information on UBM TechInsights medical device services including teardown reports and an annual channel license, visit [www.ubmtechinsights.com/markets-served/medical-devices](http://www.ubmtechinsights.com/markets-served/medical-devices) or email [medical@ubmtechinsights.com](mailto:medical@ubmtechinsights.com).

## ABOUT UBM TECHINSIGHTS

UBM TechInsights is the preeminent provider of sophisticated information services, consulting and management software for technology companies seeking to leverage and protect their technology and intellectual property (IP) assets. Our unmatched technical expertise and analysis tools, combined with years of experience in all aspects of the IP/Technology Lifecycle enable us to deliver the highest ROI for clients. Our leadership position is sustained by our commitment to the utmost integrity and the ongoing investment and acquisition of knowledge and capabilities necessary to meet our clients' evolving needs. For more information, please visit [www.ubmtechinsights.com](http://www.ubmtechinsights.com)

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