

PRESS RELEASE

UBM TechInsights Launches Product Teardowns for Medical Electronics ***Service Fills Market Void for Expert Analysis of Technologies Used in Medical Electronic Devices***

OTTAWA, December 6, 2010/PR Newswire/ -- [UBM TechInsights](#) today announced the launch of a new line of medical electronics product teardowns, providing licensed access to expert teardown reports on medical electronics for OEMs, semiconductor manufacturers, IP professionals and industry analysts worldwide. The teardown reports offer players in the [medical electronics](#) market place valuable intelligence on the new technologies and companies shaping the industry.

Chronic healthcare conditions attributed to lifestyle have resulted in sky-rocketing healthcare spending globally. The market for medical devices that help manage these chronic conditions has kept pace. According to research firm Frost & Sullivan, the global market for medical devices will increase by 5.8 percent annually, to reach US \$240 billion by 2012. In Asia Pacific, the medical devices market is expected to grow by 10.2 percent a year, and will account for 25 percent of the global market by 2012.

“Accelerated patent activity has accompanied the intense innovation in the medical devices market, as semiconductor and consumer electronics companies leverage their technologies for personal fitness and medical devices ranging from heart rate and vital signs monitors, to blood glucose meters and wireless stethoscopes,” said Gary Johnson, vice president of business development for medical devices, UBM TechInsights. “In order to protect, manage, and assert their intellectual property rights, companies require timely analysis of new products from a variety of relevant categories. Our medical electronics teardowns provide insights that help customers minimize the risks of costly litigation, lost revenue, and weakened market share.”

UBM TechInsights expert [teardown reports](#) reveal integrated circuit (IC) content, system architecture, system metrics, and sub-assembly metrics for a growing list of new medical electronics devices. This information is valued by technical marketing, product planning, and competitive intelligence staff within both medical electronic device companies and semiconductor firms supplying the medical sector. Customers can purchase individual reports or a one-year license to continually access new content and resources on-line including:

- 32 new teardown reports planned for 2011
- “IC Locator” database access tool to identify specific ICs found in the analyzed medical devices
- “Feature-Set Search” tool to find common features across a range of analyzed devices

Insights gained from forensic technical analysis such as teardown reports help technology companies proactively manage the innovation process, as recommended in UBM TechInsights’ [IP Lifecycle Management](#) best practices. Phases of the IP Lifecycle include assessing and analyzing IP assets; developing an IP strategy; establishing an IP position; leveraging IP; and monetizing IP. These best practices can be customized to a company’s vision, market, and competitive environment in order to capitalize on its most valuable assets, and support overall business objectives.



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“By combining our proven approach to managing intellectual property with the timely analysis available from our product teardowns, our customers in the medical devices sector will be well positioned to meet the competitive challenges of this growing market,” continued Johnson. “We are pleased to add this focus on medical electronic devices to our highly-respected portfolio of teardowns covering a wide range of consumer electronics products.”

About UBM TechInsights

UBM TechInsights provides professional services and essential intelligence to manage technology and Intellectual Property (IP) portfolios. With over 20 years of experience in technical analysis and IP matters UBM TechInsights provides a comprehensive IP management process that delivers maximum strategic advantage and financial returns for customers around the world. The company provides information and customized services in IP, Technical Intelligence, and Business Intelligence for each stage of the IP lifecycle. Global markets served include Automotive, Clean Technologies, Consumer Electronics, Investment, Legal, Medical Devices, Semiconductors, and Software. For more information, please visit www.ubmtechinsights.com.

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