

PRESS RELEASE

UBM TechInsights Hires Medical Devices Industry Veteran Bill Betten *Further expands company's presence in the medical devices sector*

OTTAWA, July 11, 2011/PR Newswire/ -- UBM TechInsights, the leader in technical intelligence and intellectual property consulting services for technology companies, announced today that medical devices industry veteran Bill Betten has joined the company as Sr. Technical Advisor, Medical Devices. In this role Mr. Betten will draw upon his years of experience to help companies in the medical device sector maximize the effectiveness of the product innovation processes and the value of their intellectual property. He will report to Gary Johnson, UBM TechInsights VP Medical Devices Business Development.



“Bill has a diverse background in product development and research within small companies and Fortune 100 corporations”, said Gary Johnson, “He brings to UBM TechInsights a unique understanding of the technical, regulatory and intellectual property management challenges facing our clients in the medical devices sector.”

Prior to joining UBM TechInsights, Bill served as VP of Engineering for Nonin Medical where he led the development of several Class II medical devices including a consumer-oriented fingertip oximeter. He was also responsible for Nonin’s initiatives in electronic health, with emphasis on mobile communications. During his career, he has participated in numerous industry efforts associated with interoperability of medical devices, included participating in the Continua organization for standards definition.

“I look forward to applying my technical knowledge and experience in medical device product development to support UBM TechInsights customers”, said Mr. Betten, “With the confluence of consumer technologies such as mobile phones and remote monitoring with traditional medical devices, companies in this sector face a variety of new competitive and IP challenges.”

Mr. Betten holds a B.Sc. in Physics and Electrical Engineering as well as a M.Sc. in Electrical Engineering. He will be located in Minnesota, home to one of the largest concentrations of medical device companies in the world.



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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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