

## CSI Celebrates 25<sup>th</sup> Anniversary



Gerhard Von der Ruhr

The Sheraton Milwaukee Brookfield Hotel was home to CSI's 25<sup>th</sup> Anniversary Jubilee on December 4<sup>th</sup>.

Criticare founder Gerhard Von der Ruhr addressed a total of 126 Criticare employees and guests with a brief history of the company and offered congratulations on the continued forward progress. Following short speeches by YK Gauba and Mike Larsen was a slide presentation depicting CSI's history.

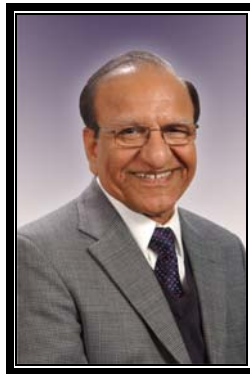
Dinner was followed by Stardust Production's casino night and raffle. Every employee was given one chance to win any of the plethora of prizes. "Play" money was used to engage the various casino games set up around the room. Winnings were paid with additional raffle tickets. The more tickets one accumulated, the better the odds to win a particular prize.



Employees "gamble" for prizes

Prizes included a 42" high-def TV, Blue-ray disc player, GPS system and an iPod Touch. Sound & Light provide DJ services for dancing. Several guests chose to stay overnight for a mini-getaway.

## The CEO's Column



YK Gauba

As we approach the beginning of 2010, I wanted to take a retrospective look at the past year and to thank you all for your help in bringing Criticare Systems, Inc. (CSI) to this important juncture in time.

Although 2009 has certainly been a challenging year, it has been a year of significant accomplishments for CSI and one that marked the beginning of a significant trend in the marketplace with new products like eVision™ and a new generation gas bench, which we are uniquely capable of addressing in 2010 and onwards.

Overall, business has shown an improved trend. The trade shows and new product launches at the ASA (USA), Medica (Germany), Bangkok, Thailand and in India were received very well with promising prospects of good business in 2010.

New OEM business with leading health care companies indicates remarkable potential in the years to come.

This would not have been possible without the excellent team that CSI possesses. We are proud to have each one of you associated with CSI.

The teams in OEM Business Development, Domestic and International Sales, Marketing, Customer Support, Engineering, Sustaining Engineering, Manufacturing & Service, Quality, Materials & Shipping, Regulatory, Finance & Accounts, HR and IT have contributed their best and shall continue adding more value in future.

*continued*

The 25th Anniversary (Silver Jubilee) was a great Milestone for CSI in 2009. It was a celebration that, for the first time, brought together the new management team with CSI families in order to build a stronger bond as well as to enhance the team spirit. On behalf of myself and Opto Management, we wish you and your families a healthy and prosperous New Year.

**YK Gauba, CEO**  
Criticare Systems, Inc.

## Product Highlight nGenuity™



nGenuity™ Patient Monitor

Introduced in 2006, the nGenuity™ was offered as a lower-cost alternative to the POET® 8100 - with the added benefit of a larger screen. It quickly became Criticare's largest selling multi-parameter monitor. Due to customer demand, true end-tidal CO<sub>2</sub> (EtCO<sub>2</sub>) was added in 2007 with the introduction of the nGenuity™ E1 series.

nGenuity™ features include: ComfortCuff™ NIBP, DOX™ digital SpO<sub>2</sub>, HR, ECG (3 or 5 lead), Respiration and Temperature. Options include: Inspired/Expired CO<sub>2</sub>, Arrhythmia & ST analysis and printer.

## Criticrypts

*Terminology commonly used by the engineering staff, now "decoded" for the rest of us.*

**End-Tidal CO<sub>2</sub>** - The amount of carbon dioxide in the air exhaled from the body. Normal values are 4% to 6%

**eVision's™ Global Debut at Medica 2009**



**The eVision™ makes its global debut at Medica 2009**

**The History of Medica** - In 1969, a medical congress with a small accompanying exhibition was held. 135 exhibitors had reserved 2,300 square meters of space. Debate continues as to whether or not the economy put a damper on this year's 40<sup>th</sup> anniversary, but the statistics are still impressive: 4,324 exhibitors utilizing 115,000 square meters of floor space in 14 halls. Criticare is proud to participate.

**Showcase**

**Medica – November 18-21, 2009**

eVision™ made its global premier at Medica 2009 in Düsseldorf, Germany. Medica is the largest Medical exposition in the world.

Medica provides CSI the opportunity to meet with distributors and vendors to introduce new products, exchange ideas and discuss their needs and concerns in person.

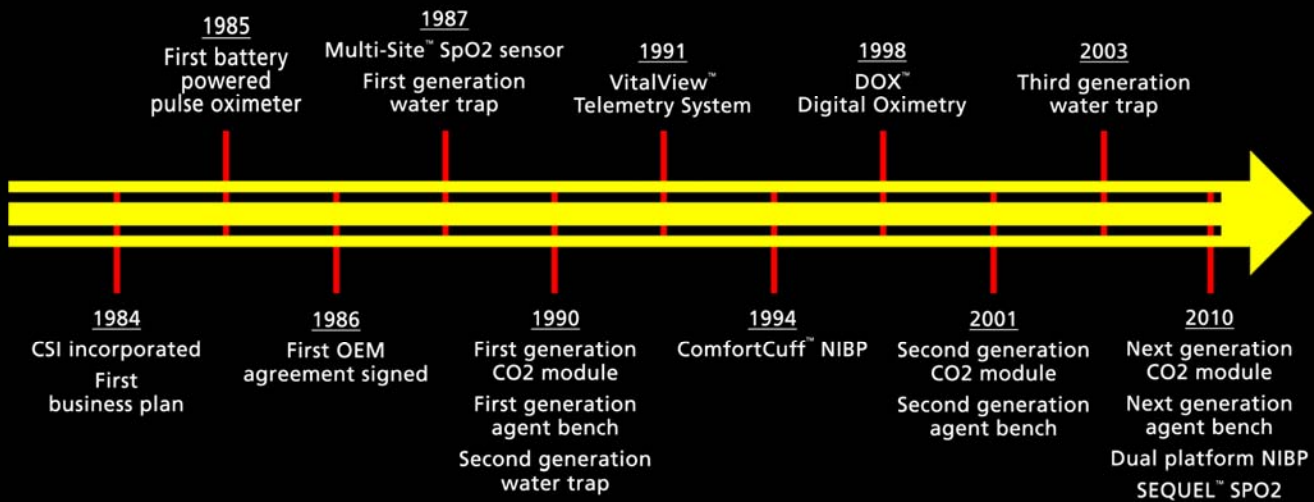
This year's stand featured "the pod"; a self-contained, private conference room which was utilized specifically to introduce the eVision™ to distributors. Being CSI's first modular monitor, the eVision™ not only generated significant interest amongst our business partners, but was also met with a new level of genuine enthusiasm. Opening day was followed by the annual Distributor Appreciation Dinner.

**Arab Health – January 25-28, 2010**

Stand 4G20, Dubai, UAE

We encourage you to stop and explore the latest offerings from Criticare, especially the eVision™.

**25 Years of Technology Milestones**



**CSI CRITICARE**  
SYSTEMS, INC.  
1984 - 2009 25 YEARS OF EXCELLENCE

**Quote of the Month**

"Men are only as good as their technical development allows them to be."  
- George Orwell

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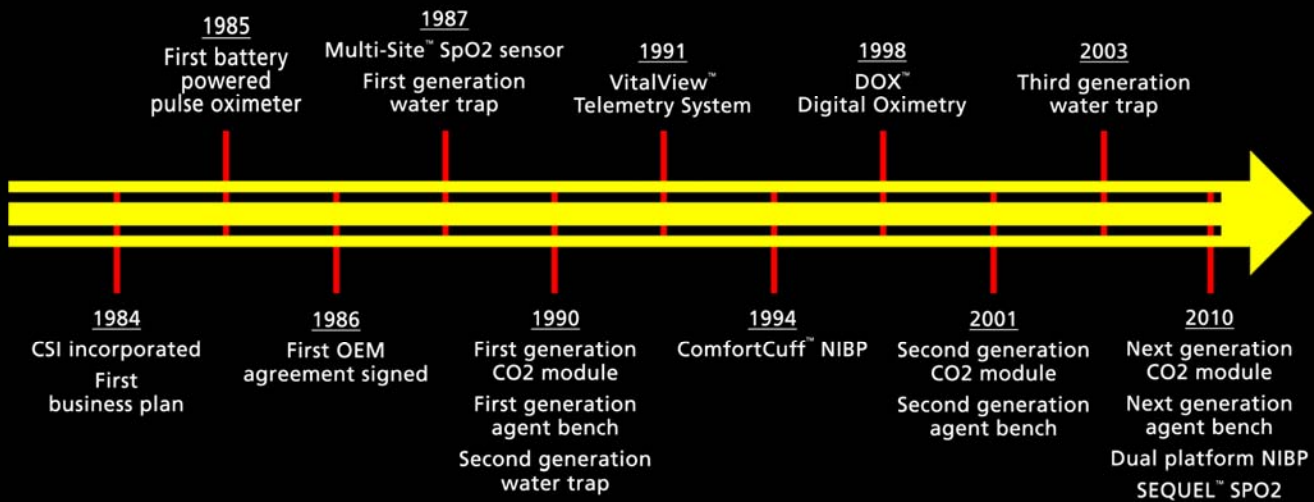
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