

# mega news

2/2011

## GREETINGS FROM CHINA

*Mega in Beijing*



*New area manager in Germany*

MegaKoto Distribution agreements:

**Doktôrum**

**Be.Med**

**New features of eMotion EMG**

## EXHIBITION AMBIANCE



## PRODUCT NEWS



### New features for eMotion EMG

eMotion EMG software has new features which provide new flexible tools for physiotherapy, rehabilitation and for basic EMG measurements.

New **Basic Results report** includes all basic information from measurement. It is possible to view minimum, average, maximum values and standard deviation from measurement as numerical values and cumulative muscle activity for each muscle. Also side difference between left and right side can be viewed from the same report.

eMotion EMG software user interface has also renewed and new design offers more flexible scaling to different size displays. New user interface is also easier to use and it includes new instruction window to help user with every step with measurements.

Low back test report is now available with several languages. Report can be selected in Finnish, English, Swedish, Norwegian, French, Italian, Portuguese or Spanish.





## GE Healthcare purchased two Neurone systems for EEG research of ICU patients

Demand and interest towards Neurone systems has been increasing this year. Major moment was when **GE Healthcare** bought two **Neurone EEG/ERP systems**. GE Healthcare is a big player in the market, and they having Neurone, is a good prove of Mega technology being highly appreciated. GE will use Neurone system in their research centres both in Finland and USA.

Neurone has met also demand from of growing Asian markets. In those countries there is a huge potential for Neurone systems.

## New features of Neurone

Neurone is constantly improving and there are new features that will make the system even more versatile.

### TMS:

NeurOne hardware has advanced options for deblocking (muting) the amplifier for the moment of TMS stimulation. This short artifact caused by strong magnetic pulse of the TMS coil could saturate the amplifier without these advanced features. New addition to hardware is new **TMS online artifact correction** that analyzes each channel separately for exponential decay artifact (caused by skin/gel/electrode junction). It then subtracts this artifact allowing short delay responses be easily visualized (and filtered optimally).

### fMRI:

Totally new development is fMRI compatible NeurOne amplifier (sold as **NeurOne MRI** system). New battery operated 40 channels amplifier has been totally redesigned for optimal performance in 1.5 T and 3.0 T MRI scanners. System will also include optional **MRISync** –solution to clock amplifier synchronized with MRI clock. New system will be introduced June in at HBM 2011 meeting in Québec City, Canada.



## GREETINGS FROM CHINA

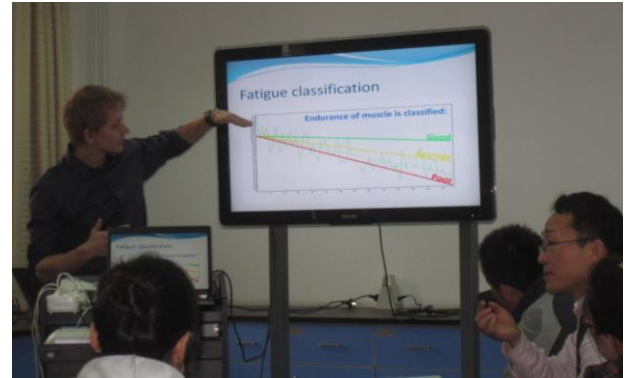
It's now two months since starting my assignment in Beijing to assist Pukang in sale efforts of Mega products in China. Time has passed very quickly and this assignment has been a very interesting and succesful this far; and looking for the schedule for next weeks, it seems to continue the same good way.

Pukang have been diligent and successful arranging customer meetings in and out of Beijing. In hospitals we have been demonstrating ME6000, NeurOne and eMotion EMG. All systems have been received well by the doctors and many hospitals in China have good funding to acquire highest technology equipment.

In addition to hospitals, we have been visiting many of China's several sport universities and training centers. Many of these institutes already have ME6000 and are eyeing to update WBA as it provides more freedom for movement during testing. Also eMotion HRV have got really good feedback and many of the institutes are looking forward to get a system they can use to optimize training loads of their top athletes for improved performance.



We have had more than 25 lectures, demonstrations or meetings with existing customers or new potential ones. Many of these meetings seem to lead to actual sales as many cases have already progressed nicely.



This way of coming to a country for longer time, seems to be a very good way to go in promoting sales. There is enough time to make a good connection with customers and arrange demonstrations and lectures properly. There is also enough time to train all sales staff for all products thoroughly, which is very important in tight competition against competitors. And at last but not least - there is enough time to feast through whole menu of Chinese cuisine.

Olli Tikkanen  
Beijing, China



megaemg



meganeuro



megakoto

## EVENTS AND EXHIBITIONS

### Arab Health

In January Mega participated to Arab Health fair in Dubai, UAE. Arab Health is the biggest health fair in Middle-East, and there were more than 60,000 healthcare professionals from across the world and over 2,700 exhibitors from 60 countries.

Mega booth was situated in Finland country pavilion among other Finnish companies. Year 2010 Mega proudly launched many new product versions and completed solutions, and these were available in Arab Health. Mega received lots of interest towards these products from fair visitors.

Mega also met new potential partners in fair, and had productive meetings with current partners. As a conclusion, we had very successful fair.

Mega continues working in Middle East as this area is growing market for its products.

We warmly thank all our partners and other visitors for meeting us at Arab Health.

Here are few moments from Arab Health:

### Vitalis

In April Mega participated to Vitalis fair in Gothenburg, Sweden. Vitalis is a fair specialised for IT solutions in healthcare. This was the first time for Mega in Vitalis, so we were not sure what to expect from the fair.

On the fair main demand was in MegaKoto products and Inbody. We had busy fair, since many visitors stopped in our booth.

Vitalis fair was the main target for MegaKoto's products, and visitors were interested of them. MegaKoto had good meetings with potential customers during the fair.

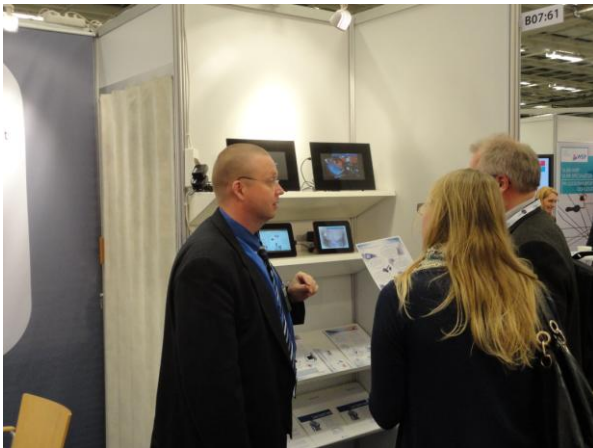
Also, Mega's representative product Inbody met good demand, and many tests were done during the fair. Mega's partner, Fysiotest Europa Ab, continues now with Inbody marketing in Sweden.

Mega, MegaKoto and Fysiotest Europa Ab warmly thank all our partners and other visitors for meeting us at Vitalis.

Here are some nice moments from Vitalis.



### Future events 2011



- **HBM- Human Brain Mapping 2011**, Québec, Canada, 26.-30.6.2011



<http://www.humanbrainmapping.org/i4a/pages/index.cfm?pageID=3419>

Mega Electronics warmly invites you to meet our staff and see our products at HBM 2011.

The 17th Annual Meeting of the Organization for Human Brain Mapping to will be held June 26-30, 2011 in Québec City, Canada at the Centre des Congrès de Québec.

Mega Electronics presents high EEG/ERP system **NeurOne** and also introduces some **new features of NeurOne system**:

- **fMRI compatibility**
- **TMS artefact elimination**

Please view NeurOne video in YouTube:

<http://www.youtube.com/watch?v=xCYgX0ZLa1g>

- **ECSS**, Liverpool, UK 6-9.7.2011  
<http://www.ecss-congress.eu/2011/>
- **Medica 2011**, Düsseldorf, Germany, 16.-19.11.2011  
<http://www.medica-tradefair.com/>



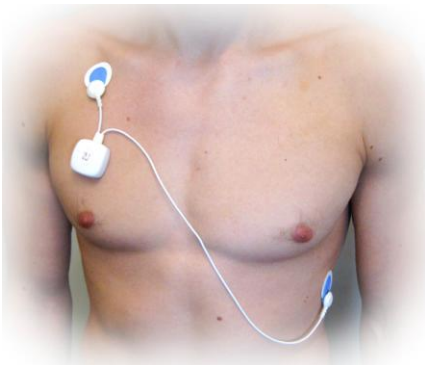
**DISTRIBUTION AGREEMENT OF HRV SENSORS FOR RUSSIA & IVY COUNTRIES**

Mega has signed distribution agreement of HRV sensors and First beat software solutions & reporting systems for Russia and IVY countries with TreckAmerica company. Agreement was made end of May in Helsinki.

The first delivery contains 250 HRV sensors, 20 interfaces and 30 charger docks.

At the beginning sensors will be delivered to the league teams of KHL, AHL and JHL, later also to other sport teams.

Sales amounts are aimed to grow during year 2012.



**NEW DISTRIBUTORS FOR MEGAKOTO**



MegaKoto Ltd. signed an exclusive distribution agreement together with Doktorum for Turkey market in March 2011.

The negotiations took place in Istanbul where Mr. Marko Juntunen was invited by Mr. Hakan Karadeniz. The partners signed and celebrated the beginning of the collaboration in a local restaurant.

The Doktorum has started marketing efforts in Turkey and they have participated on Expomed 2011, held in Istanbul 30.3 – 3.4.2011 as MegaKoto's exclusive partner.



MegaKoto Ltd. and Be.Med have agreed an exclusive

distribution agreement together for Belgium and Luxemburg area in February 2011.

Discussion and meetings about the agreement were held in Europe's smallest town Durbuy and hosted by Mr.Theo Martens.



## MEGA STAFF NEWS

### **Mr. Dietmar Benz as Mega Electronic's Sales and Marketing Manager in Germany and Middle Europe**

Mega Electronics has signed a working contract with Mr. Dietmar Benz (Freiburg, Germany) on 30.6.2011 in Quebec City.



Mr. Benz will begin as Mega Electronic's Sales and Marketing Manager in Germany and Middle Europe.

He will strengthen company's international sales especially in the main market Germany.

Mr. Benz has previously worked among others for ten years in Inomed Medizintechnik GmbH mainly as Product Specialist of IOM devices and Magstim. After Inomed he worked for GE Healthcare.

Mr. Benz is a Graduated Biomedical Engineer (M.Sc. Eng.). He has done international business and customer training in several countries.

Dietmar Benz will begin work on 1.8.2011. His location is Freiburg, Germany. He will concentrate on following products: Neurone, WBA, ME6000 and WBA/HRV.

## MEGA'S NEW OFFICE

Mega has moved into a new office. New premises are approximately 700m<sup>2</sup> and they offer good places for sales/marketing, product development and production.

You can find us from following address:

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Hakalahdentie 17  
70460 Kuopio  
Finland

Mega will stay in these premises until the new own building is ready. This own building will be designed and built just for Mega's purposes. It will include modern work places for all departments and will also offer good facilities for meetings.

New building will be located in new business area called Pieni Neulamäki in Kuopio. Mega will move into new premises during the spring 2012.





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