



News Letter October 2003

Ultrasound Technology

Perfect Accuracy

Perfect Hygiene

No Calibration

No Maintenance

Get hooked with EasyOne

Beginning with S/N 47750, ndd has added a small but important little feature to the EasyOne. A key holder like ring is attached to one of the main body holding screws. The second screw is prepared for the addition of a second ring.

The reasons for doing this are as many as you may think of. If yours is not yet on the following list then please let us know:

Keep the EasyOne's unparalleled portability within limits

For many environments it may just be too easy to forget the EasyOne in for example a user's pocket. It may therefore not be in the same room when one wants to use it. With a simple "leash" one can now tie the EasyOne to something more solid to avoid that the Spirometer is not ready and available at all times.

Avoid the EasyOne to be locked up erroneously

In one instant the EasyOne was locked in the uniform jacket's pocket during the vacation of the one EasyOne user. In his personal locker. Well it did not do much good to the other operators which were well trained but had no opportunity to apply their skills.

Prevent damage of the EasyOne through possible fall

The EasyOne withstands easily falls of the kind that could be common with people of natural size. Up to 2 meters. Without harm. Of course without need to be calibrated. The mere fact that it looks valuable to users makes some users feel uneasy to hand over control to a patient or person to be tested. They are afraid that this person unfamiliar with the EasyOne, unfamiliar with spirometry procedures may drop the instrument. Afraid that it might get damaged.

In such cases we have seen quite artistic positions of patients sucking in mid air on to the mouthpieces of EasyOnes being hold by the operator.
A very unstable docking procedure that can hardly bring high grades.

As an example we have pictured our Japanese IMI EasyOne Product Manager Shigeo Tsuga-san with another reason...
....maybe the best reasons of all.



Advertise the EasyOne in potential user's own environments

You have seen the paper boards that some persons use to advertise on their chest. In red light districts for bars and worse; in front of restaurants for hamburgers or better; wherever something could be sold to the people close by....

IMI president Mr. Tsumuga has taken it a bit more realistic. His salesmen do not wear paper boards they wear the real thing.

Until the end of the year all 60 salesmen, will wear the EasyOne around their neck whenever they enter a hospital. So they will be seen, they will be asked and they get a chance to discuss the EasyOne based on the customer's first move.

That first move is so important.

It is also called a lead!

We recommend that you continue to give ndd such input for things we may do to improve the salability of EasyOne and we thank Mr. Tsumuga for his very professional marketing of EasyOne.

Other sources of input for this modification:

- Dr. Rogelio Perez Padilla, INER, Mexico D.F.
- Drs. Jardim, Aquiles and Fernanda, Escola Paulista Sao Paulo, Brasil
- Dr. Alan Crockett, Adelaide, Australia
- Dr. Xaver Baur, Berlin, Germany

There were many more but unfortunately I have no hooks on my memories and cannot leash them yet....



ndd AG
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