



NEWS RELEASE

For Information Contact:
Barbara Sullivan, Sullivan & Associates
714/374-6174, bsullivan@sullivanpr.com

Integrated Endoscopy to Demonstrate *nuvis*™ Single-Use Arthroscope at AORN

First Single-Use Rigid Endoscope Provides First-Time Quality Every Time & Reduces Infection Risks

FOR IMMEDIATE RELEASE...March 2, 2015...RANCHO SANTA MARGARITA, Calif....

Integrated Endoscopy, Inc., today announced that it will demonstrate its *nuvis*™ Single-Use Arthroscope—the only single-use rigid endoscope commercially available in the United States—at the 2015 AORN (Association of periOperative Registered Nurses) Surgical Conference and Expo, March 7–11, 2015, in Denver. Integrated Endoscopy will be located at booth No. 636.

“We’re excited to introduce the *nuvis* Single-Use Arthroscope to perioperative nursing professionals, who are committed to improving patient safety and outcomes,” said George Wright, president and CEO of Integrated Endoscopy. “There is rapidly growing concern about the risk of transmission of infectious diseases due to inadequately cleaned and sterilized reusable endoscopes. The *nuvis* Arthroscope’s innovative single-use design eliminates this risk, as well as staff exposure to reprocessing chemicals. As a result, it supports utilization of single-use instruments in ORs and surgery centers based on its improved safety, excellent optics, and ability to provide first-time quality for every procedure.”

The *nuvis* Single-Use Arthroscope, which received 510(k) clearance from the U.S. Food and Drug Administration in July 2014, is the first rigid endoscope based on 21st century optical technology. It provides superior optics due to its exclusive integrated optical design featuring 12 molded glass lenses compared with 32–56 expensive ground glass lenses typically used in reusable arthroscopes. These high-quality molded lenses are made with the same technology and low-temperature glass used to mass-produce high-definition, low-cost optics for smart phone cameras. The *nuvis* Arthroscope also features patented light-emitting diode (LED) technology that provides improved white light at significantly lower temperatures than the fiber optic illumination used in conventional endoscopes.

According to Wright, the *nuvis* Arthroscope also addresses key cost issues associated with reusable endoscopes by eliminating the need for reprocessing between use, scope damage and repair costs, operating room downtime, and inventory logistical issues. “The affordable *nuvis* Single-Use Arthroscope compares favorably to reusable endoscopes when a full assessment of total cost of ownership is made,” he said.

Integrated Endoscopy is currently gearing up production of the *nuvis* Arthroscope, and it will be available nationwide during the third quarter of 2015. The company will market the device through a combination of direct sales and distributors.

Endoscopic Surgery Market

According to recent market research reports, approximately 8.3 million arthroscopies were performed in 2013 in the U.S. and Europe. Orthopedic surgery is the fastest growing endoscopic surgery segment, with a double-digit annual growth rate anticipated in the U.S. and Europe between 2011 and 2017.

About Integrated Endoscopy

Integrated Endoscopy is a pioneer in the development of high-quality, affordable single-use rigid endoscopes. The company's intellectual property portfolio includes nearly 20 issued patents in the United States, Europe, Japan, Australia, and Canada covering the lens system design, LED lighting systems in a rigid endoscope, and high-quality molded glass lenses that are at the core of its cutting-edge devices. This strong patent position makes Integrated Endoscopy uniquely positioned to be the market leader and sole provider of high-quality, low-cost single-use rigid endoscopes. Privately held since its formation in 1996, Integrated Endoscopy's headquarters and manufacturing are based in Rancho Santa Margarita, Calif. For more information, visit www.iescope.com.

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