

ETView Ltd.

Endotracheal Management

Strategic Partnering Opportunities

Description. Difficult or prolonged intubations, are encountered in 3% of all clinical endotracheal intubation procedures and in 10% to 30% of emergency endotracheal intubation procedures. Such intubations require multiple attempts and use of force that can result in injury and increased morbidity. Other risks with intubation involve airway mishaps during artificial ventilation relating to the transport of patient and changes in patient position.

Established in January 2004, ETView Ltd. has developed an innovative endotracheal tube (ETT) that offers safe airway management in emergency medicine, anesthesia, and resuscitation. The Company's proprietary ETT with built-in sensors allows upper airway and trachea viewing during intubation via a portable screen or monitor, facilitating

effective ventilation during the entire process.

Advantages. ETView's ETT is the only product that offers—

- Ensured success on the first attempt
- Continuous visualization throughout the intubation process
- Continuous monitoring of the ETT position and central airway
- Simplicity of use for less highly trained personnel

ETView's breakthrough ETT provides simple and successful intubation on the first attempt without use of a laryngoscope, ascertains that the ETT remains in position, and allows continuous airway viewing.

The Company's ETT offers hospitals an innovative solution for difficult intubations in ICUs, ERs, and ORs. In addition, the product allows for continuous monitoring of patients by adding an ETT positioning indicator to existing bedside monitors.

Emergency medical services benefit from easier ETT insertion, enabling intubation to be performed by less highly trained medical personnel. ETView's ETT provides for continuous monitoring of ETT position in the patient during transport.

Competition. Currently, there are two common solutions to complicated intubations: bronchoscopes and laryngeal masks. Using bronchoscopes requires specialized, expensive equipment and is a more complicated procedure.

Laryngeal masks are quickly inserted but often difficult to secure during transport. Additional risks include aspiration and ventilation pressure limits.

Market. About 28,000 intubations are performed yearly per 1 million persons in developed countries; more than 100,000 intubations are performed daily. The estimated annual number of intubations in the United States is 7.8 million.

Business Model. ETView's business model is based on two sources of revenue: (1) sale of the disposable ETTs and (2) sale of its endotracheal management system comprising technology platform for transmitting/retrieving images and monitor.

The Company will market its products through hospitals and emergency medical services providers.



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■ KEY PERSONNEL

Ofer Fridman, CEO

Extensive managerial experience; formerly CEO of Cardio-Sense Ltd., B.A. business and B.Sc. mechanical engineering from Technion-Israel Institute of Technology

Prof. Noam Gavriely, Chief Medical Officer

Internationally known expert in respiratory physiology, head of Pulmonary Unit at the Rappaport Research Institute, Technion-Israel Institute of Technology

Lior Shav, VP Business Development

Previously consultant to numerous start-up companies and large corporations, prior managerial positions in investment banking

■ COMPANY STATUS

Ownership: Oren Gavriely; Israel Technology Partners LLC

Development: First prototype March 2004

■ INTELLECTUAL PROPERTY

Patents: PCT filed covering the tube, sensors, and technology platform for multiple applications

■ CONTACT INFORMATION

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