

**Bringing to market their VivaSight™ family of Devices with FDA, CE and CFDA
Premarket Clearances, ETVview Medical Ltd. successfully combined Airway Management
with Continuous Direct Airway Visualization for Medical Professionals**

Healthcare

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**William Edelman
CEO**

BIO:

Bill Edelman, a medical device industry executive with over 35 years experience, currently serves as chairman of the board for NewVert Ltd., (spinal implants), Highland Instruments, Inc. (neurostimulation), Paragonix Technologies, Inc. (organ transport systems), Medivalve Ltd. (percutaneous aortic valve placement), and CardioFlow Ltd. (embolic protection). He is the co-chairman of ETVview Medical Ltd. (airway management) (TASE: ETVW). Mr. Edelman also serves on the board of MindChild Medical Inc., (noninvasive fetal monitoring). Mr Edelman is an advisor on the Healthcare Board for

Northeast Securities, Inc., and serves as a member of the Advisory Council for the Department of Biomedical Engineering at Rensselaer Polytechnic Institute.

Mr. Edelman previously served as a member of the Screening Committee for Medical Devices for Mass Medical Angels, and was chairman of the board of PolyTouch Ltd., a company involved in general surgical instrumentation that was acquired by Covidien in 2011. As well he chaired the boards of Stimatix GI Ltd. (ostomy products) and Leviticus Cardio Ltd. (cardiac assist power systems).

Mr Edelman served as president and CEO of TYRX Inc., a commercial-stage venture-backed medical device company focused on drug/device implant products for general surgery, electrophysiology, and cosmetic surgery.

Prior to TYRX, Mr. Edelman held executive level positions at MicroSense International LLC (bio-sensing), FibraSonics Inc. (ultrasonic surgical products), NeuroMod Inc. (neurostimulation technologies) St. Jude Medical, Inc. (NYSE: STJ), Pfizer Inc. (NYSE: PFE), and Baxter International Inc. (NYSE: BAX).

Mr. Edelman graduated with a degree in Biomedical Engineering from Rensselaer Polytechnic Institute. He has been issued 15 U.S. patents and is an applicant on 5 additional patent-pending applications.

**About ETVview Medical Ltd.
(TASE: ETVW)**

ETView Medical Ltd. has successfully combined airway management with

continuous direct airway visualization for medical professionals. ETVview's patented VivaSight airway management portfolio consists of single-use (disposable) single- and double-lumen ventilation tubes with an integrated continuous high-resolution airway imaging systems. VivaSight™-SL and VivaSight™-DL are currently sold in the United States, Europe, Israel, and China. The VivaSight portfolio products overcome the current limitations and associated adverse surgical events during lung-isolation surgeries. Lung isolation is employed to provide one-lung ventilation in patients undergoing thoracic, cardiac, vascular, or esophageal surgeries.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Edelman, would you tell us the concept at ETVview Medical Ltd.?

Mr. Edelman: ETVview is a medical device company that develops a product family called VivaSight. VivaSight is intended for use by an anesthesiologist during thoracic surgical cases. The products provides the anesthesiologist with the opportunity to view the airway during very complex thoracic cases and to maintain control over the patient's airway for the benefit of both the patient and the thoracic surgeon conducting the case. It employs the use of an airway tube that maintains airflow control, along with an integrated high-resolution camera system that is used to maintain constant visualization of the airway, so the anesthesiologist can control the patient's airway and provide optimal airflow control for the thoracic surgeon during the procedure.

CEOCFO: Are there other instruments on the market that do something similar? If so, how is what you offer an improvement over the others?

Mr. Edelman: The current standard of care uses airway tubes, also called endotracheal tubes, which have been on the market for many years, in combination with a very expensive imaging device referred to as a fiberoptic bronchoscope. However, the bronchoscope can only be used intermittently, at the beginning of the surgery or in the event of having to regain control over the patient's airway during the case. It is a very expensive piece of capital equipment that is prone to repeated breakage and repair. The bronchoscope must be resterilized between each case. ETVision offers the opportunity of consolidating an imaging system with the airway tube in one single-use instrument that provides continuous visualization, which is not possible with today's technology.

CEOCFO: Would you explain the hardest part of the puzzle that you had to put together in order to make a piece of equipment that does both of these functions at the same time?

Mr. Edelman: You have to balance both the economics and the performance of the technology to avoid creating an expensive device that is single-use, otherwise you run into economic resistance at the buyer level. You also have to maintain the image quality of the camera system, so that the anesthesiologist can view the airway to a level they consider adequate and efficient to make clinical determinations as to the positioning of the airway tube during the procedure. Those three competing requirements of high-resolution imaging, airway control, and cost all had to be balanced in this technology. We were able to achieve this with our VivaSight product, which allows an economic consolidation of a very expensive piece of capital with a low-cost airway system. We put that together in a very effective way.

CEOCFO: How long has the product been available?

Mr. Edelman: VivaSight has been available for about three years. In the last year and a half, we expanded the product line substantially by offering two variants of the VivaSight product family: a single-lumen device called VivaSight-SL and a dual-lumen device called VivaSight-DL. About 85% of the market utilizes a double-lumen tube, and we currently have FDA premarket clearance to sell the VivaSight-DL product in the United States. We also received CE premarket clearance to sell the VivaSight-DL product throughout Europe, and CFDA, Chinese premarket clearance, for selling the product in that country. We are now in the process of gaining regulatory premarket clearances for other markets around the world. Medical devices are highly regulated, and therefore, before they can be

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- William Edelman

commercialized, we need to receive country-specific regulatory clearance for marketing to commence. We have achieved that broadly throughout the world for our VivaSight product family.

CEOCFO: Is the interest as far as the doctors the same globally?

Mr. Edelman: The nature of the surgical cases we support with VivaSight, the various diseases requiring thoracic intervention, and the frequency with which they occur are independent of geography. The demand for this technology is not limited to geography, and we have not seen any geographic differences in the adoption rate for the products.

CEOCFO: How have you been marketing the product so far, and how does an agreement such as your recent one with Mercury Medical fit in to the strategy?

Mr. Edelman: There are several ways of selling medical devices. One of our strategies is via a direct presence in the field through our clinical education specialists that work personally with the hospitals and doctors to educate them about the utility of VivaSight and how best to utilize the technology. We also have multiple distributors internationally who are highly skilled medical device sales experts that already have distribution channels in place in our target markets. This is how Mercury fits in to it.

CEOCFO: How is business?

Mr. Edelman: It is growing rapidly. We are a public company, so it is difficult for me to forecast for you, but we report our revenues on a quarterly basis, and we have reported record revenues for last year. This year, we will be reporting our numbers, and they are growing at a very nice rate.

Clinical awareness of our VivaSight family is expanding. We are seeing a very nice up-take of our product in the target markets we sell in.

CEOCFO: Is the VivaSight name known enough now so that surgeons will easily try your new products?

Mr. Edelman: The branding of the product is very important, and VivaSight is composed of two elements. “Viva” refers to the airflow that is available through the product to maintain oxygenation of the patient during surgery, and “sight,” which is the ability to continually see – and visualize -- the airway. We put a lot of effort into branding, and at this stage the branding and the awareness of the product is growing. When we see doctors request VivaSight, it reflects their awareness of the brand. We look at the branding as leading the way and driving the product utilization.

CEOCFO: Do you have additional products in the works?

Mr. Edelman: As a public company, it is difficult to talk about future products. Right now, we have a very complete VivaSight product line. We just released an announcement that the FDA has cleared our premarket application to expand the available range

of sizes for VivaSight-DL, which in turn expands our product portfolio. We are constantly looking at how we can enhance the VivaSight product family and continue to grow that portfolio.

CEO CFO: You personally have a substantial history in the industry. What have you learned in past experiences that has been most helpful you have been in the realm at ETVView?

Mr. Edelman: I've been in the industry now for 35 years. My whole career has been in the medical device field. What I've learned is to concentrate a company on those few inflection points that build value for the shareholders, investors, and the market. With ETVView, the concentration has been on only a few fronts. We have appropriately targeted the capabilities of VivaSight to address specifically, -- and in an even more focused way -- thoracic surgery and lung isolation to achieve market penetration. We rapidly gained FDA, CE, and CFDA pre-market clearances to enable commercialization. We have a good methodology for regulatory filings. We work hard to identify -- and work closely with -- very highly focused

medical device distributors. And finally, we provide ongoing sales support and clinical training, so clinicians are trained with VivaSight, and we work closely with our distributors, so they themselves know how to sell and support the product.

CEO CFO: In some industries, it is hard to retrain the doctors. Do you find them to be reluctant at all in seeing the benefit of your product?

Mr. Edelman: There are two things to remember. First, physicians are comfortable with training when their peers train them. Second, perfecting a technique only comes through repetition. Doctors are effective at learning new techniques, but they perfect their art through repetition, especially in surgical procedures and repetitive interventional procedures. So to be successful when introducing a new medical technology, you do not want to cause a significant change in the technique the surgeons have spent many years developing. With VivaSight, we offer a consolidation of existing imaging methods with existing airway management techniques, so there is no change in technique. We are improving efficiency, accuracy, and consistency by providing constant

visualization to the anesthesiologist, which is not present today during lung-isolation procedures. VivaSight's capabilities are powerful enticements for a physician to try and use this technology since it does not require retraining.

CEO CFO: Why should people in the business and investment community be paying attention to ETVView?

Mr. Edelman: ETVView is a small medical device company with explosive growth potential, emerging into a large market that has an established need for the technology represented by VivaSight. The opportunity to grow rapidly near term is very real, and that grabs the attention not only of investors but of larger medical device companies in the marketplace, which leads to any number of scenarios that would be very beneficial to investors. We are constantly exposing to the market the ETVView VivaSight portfolio, and we hope to grow rapidly in an established therapeutic sector that requires the technology and products we can provide. ETVView possesses several very interesting dynamics for current investors in the company and future investors interested in a medical technology company like ETVView.



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