



Company Profile for Europe

OMRON HEALTHCARE Europe B.V.

A Good Sense of Health

A white, curved swoosh underline is positioned beneath the text "A Good Sense of Health".



Healthy Aging

Prompting “Healthcare @ Home” for Lifestyle Disease Prevention & Treatment

Our Mission

OMRON's mission is to contribute our best to prevent and treat lifestyle diseases, which start with daily habits (e.g. poor diet and lack of physical exercises). Poor habits can eventually lead to life-threatening cardiac failure and cerebral strokes, which critically influence the quality of people's lives.

By defining the lifestyle-disease related steps such as (1) bad lifestyle habits (2) metabolic syndrome (3) lifestyle diseases (4) arteriosclerosis and (5) cardiovascular events, we have been developing and marketing products to match these steps.

Our Vision

The idea of home-doctor-linking “Healthcare @ Home” has always been part of OMRON Healthcare. Back in 1974 we led the industry by launching our first home-use blood pressure monitor, stressing the significance of at-home monitoring. As we continued to advocate home monitoring, a range of OMRON products such as body composition monitors and portable ECG monitor followed.

Today, as there has been growing general awareness of the importance of knowing precise day-to-day blood pressure readings, home-monitored readings are being used more widely. Our decade-long vision has come into shape.



Bad lifestyle habits

Poor diet
Lack of physical exercises
Stress

Metabolic syndrome

Cholesterol
High blood pressure
+ Visceral fat
High blood glucose

Wellness

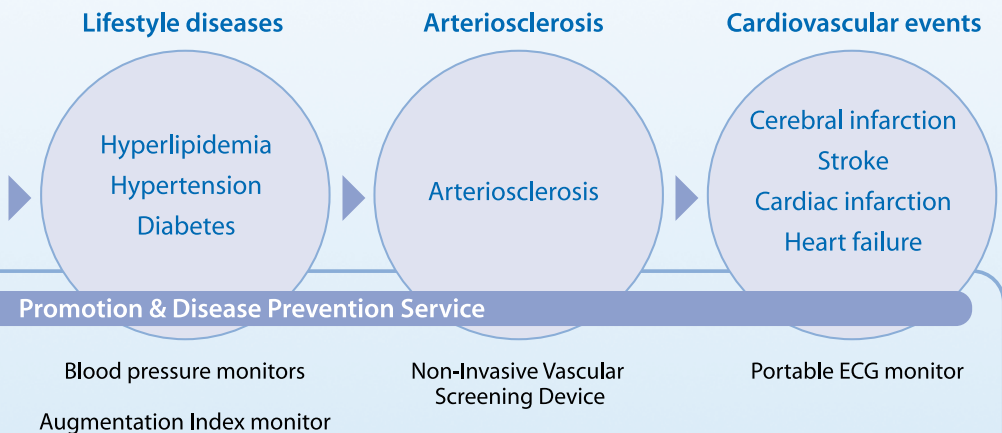
Body composition monitors with scale

Step counters

Visceral fat monitors and technology

Blood pressure monitors

OMRON Healthcare's Approach to the Progress of Lifestyle Disease



Major Products and Technology

Start with a Self-check and Tracking

Personal Healthcare @ Home



What people need to do first and foremost to enjoy healthy lives is to know their own day-to-day physical condition. We started a full-fledged "health engineering" R&D in 1961 to scientifically measure human biophysical information and systematically monitor health conditions. From this research we launched hundreds of health and medical care monitors onto the market. OMRON's products range from blood pressure monitors, electronic thermometers, nebulisers, step counters, electronic nerve stimulation devices to body composition monitors with scale.

Continuing with the same philosophy, our focus now is on lifestyle diseases: how to address the increasing number of patients with the changes in society and lifestyles.

Make Everyday Use Easy

As detection of morning hypertension is difficult to track in hospitals, more attention is being placed on the importance of at-home daily blood pressure monitoring.

This has inspired OMRON Healthcare, a long-time leader in the global market for home-use blood pressure monitors, to lead the industry in the launch of a monitor with a "morning hypertension checker."

OMRON will continue to create clinically accurate monitors that are simple enough for home use. The tracking of morning hypertension further promotes the healthcare cycle of utilizing home-monitored readings in various treatment situations.

Take It Slow & Natural

Preventing and treating lifestyle diseases is all about what to do with various lifestyles. It is far from easy to outgrow life-long habits, let alone maintaining the effort.

OMRON Healthcare's products are created to help people keep motivated: PC-linkable step counters to monitor walking exercise, body composition monitors to show the progress in various physical indexes.



Sense of Mission to Contribute to Medical Care Professionals

Assisting with OMRON-only Technologies and Devices



OMRON Healthcare's products are used in medical institutions worldwide to promote safety and security for patients and enhance efficiency for medical professionals.

Our continuous search for the highest quality and accuracy in blood monitoring resulted in the designing of units for highly professional use such as blood pressure monitors for professionals and cardiovascular assessment devices.

Symptoms such as heart pain, palpitations and shortness of breath may be transient and can be difficult to record by conventional devices. With our portable, easy-to-use ECG monitor a recording of about 30 seconds can be made when symptoms occur whether at home or away. These recordings can then be shown to the doctor, who can examine and use the information to assist in the correct diagnosis of symptoms.

OMRON's non-invasive vascular screening device was created to contribute to the early detection and treatment of arteriosclerosis. The monitor assesses cardiovascular stiffness and occlusion with two innovative indices, PWV (Pulse Wave Velocity) and ABI (Ankle Brachial Index).

It is our goal to halve the number of bed-ridden patients and to bring safety to medical workplaces by drawing on our proprietary cutting-edge technologies.

Sensing What's in Need

To Contribute in Medical Care with our Long-Cultivated Bio-Information Technologies & Clinical Data

Clinical Usefulness First

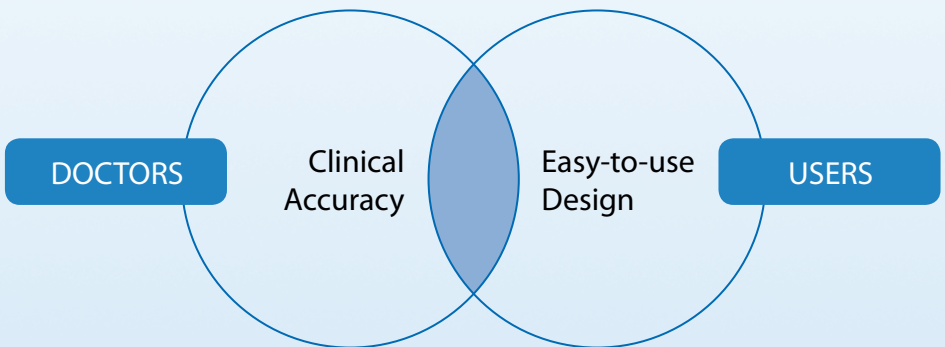
OMRON listens carefully to what medical care providers want and need. This adds value to our response in the form of practical equipment.

One example is the search for visceral fat measurement. Learning that accurate measurement of the fat now requires high skills and full equipment such as CT scan and MRI. OMRON is working with a university to develop a simple method and device.

Core Competences: Bio-info Sensing & Algorithm Establishment

Bio-information sensing is the technology of monitoring biologic information, ultimately in a non-restrictive, non-contact, and non-invasive manner. For example: blood pressure monitors that do not give tight pressure around the arm, non-contact thermometers and non-invasive blood component analysers, thereby freeing patients from any unnecessary medical stress.

Highly precise algorithms, which we also have pride in, are based firmly on joint clinical tests with medical institutions and our own data.





Products & Technologies Development History

| Year | Key Product Developed | Product Feature |
|------|---|---|
| 1972 | Electric thermometer MC-320 | The first professional-use thermometer from OMRON |
| 1973 | Electric blood pressure monitor (BPM) HEP-1 | The first professional-use BPM from OMRON |
| 1978 | Manual BPM with digital display HEM-77 | The first home-use BPM from OMRON |
| 1979 | Blood pressure monitoring system with oscillometric method BP-203 | Japan's first BPM system with oscillometric method |
| 1980 | Electric thermometer MC-20 | The first home-use thermometer from OMRON |
| 1985 | Blood pressure monitoring system with ECG monitor BP-308 | The world's first patient monitor with ECG |
| 1988 | Non-invasive patient monitor CBM-3000 | The world's first patient monitor with tonometry method |
| 1991 | Fuzzy-theory auto digital BPM HEM-706 | BPM that fuzzy-theory applied for (de)pressurization |
| 1992 | Ear thermometer MC-500 | Japan's first ear thermometer |
| 1995 | Body fat monitor HBF-300 | The first home-use, hand-grip fat monitor from OMRON |
| 1996 | Free-style Pedometer Tekumaruru HJ-110 | OMRON made Mount-free pedometer possible by adopting accelation sensor & angle-detecting sensor |
| 1997 | Blood pressure monitoring system BP-88 | The world first BPM system to detect changes in cardiovascular trend |
| 1999 | Non-invasive vascular screening device "form" | The world's first oscillometric monitor for PWI (Pulse Wave Velocity) & ABI (Ankle Brachial Index :an index to assess arterial occlusion) |
| 2002 | PC-lincable wrist BPM HEM-637IT | Japan's first wrist BPM with advanced positioning sensor |
| 2003 | Body composition monitor with scale Karada Scan HBF-352 | Displays visceral fat level |
| 2005 | Portable ECG monitor HCG-801 | Easy-to-use personal ECG recorder |
| 2005 | BP & pulse wave monitor HEM-9000AI | The world's first monitor to automatically detect pulse-wave at the radial artery |

Highest Productivity & Quality

Further Improving Production while Keeping World's Top Quality

OMRON Matsusaka: Strategic Producer

The south-west Japan based 'mother' factory is in charge of products, key devices and medical equipment. It is aiming to offer higher quality in a faster and more stable manner, focusing on advanced automation, precision processing, and quality control.

Production Facilities in China, Vietnam and USA; Commitment to Quality

Under the strict Quality Management Control of the head-office in Kyoto, Japan, the Japanese technology & design products are produced in mass production environments. In line with the Total Quality System requirements of Japan each product is tested to its specifications and international standards before it is released for the market.

The Japanese management of these production facilities is continuously enhancing production processes, people skills and quality controls to exceed customer requirements.

Flexibility to Meet Market Changes

Our stable supply of safe, high-quality products is ensured by constant improvements in production technology and production line reinforcement, along with production plans based on accurate demand forecasts.

ISO Certified Quality

We are medical equipment manufacturers qualified by the International Organization for Standardization (ISO): OMRON Healthcare was certified for ISO9001 (quality assurance) and ISO13485 (medical equipment quality management system). OMRON Matsusaka earned ISO9002 in 1995, ISO9001 in 1999 and ISO13485 in 2003. OMRON Dalian earned ISO9002 in 1996, ISO9001 and ISO13485 in 2004.

Production



OMRON Healthcare's Business

Bio-Information Sensing & Monitoring

Wide-ranged products for households and medical service providers loaded with cutting-edge technologies of the time. Some of OMRON's firsts are: Japan's first blood pressure monitoring system using oscillometric-method; world's first use of tonometry method for bio-information monitors; world's first fuzzy-logic operated electric blood pressure monitors.

Major Products

- Home-use auto blood pressure monitors
- Professional-use blood pressure monitors
- Electric thermometers
- Bio-information monitors
- Blood pressure & pulse wave monitors
- Portable ECG monitor



product
design
award

2007 ■



Weight Management Solutions

Defining obesity as the first step to lifestyle diseases, we offer weight management tools and systems that help maintain the efforts to improve dietary habits, physical activity and more.

Major Products

- Body composition monitors with scale
- Step counters
- PC-linked tools (Website for some countries)

Wellness Promotion & Disease Prevention Support

Customized solutions for disease prevention: analysis and planning of lifestyle disease measures for public insurers and private companies; support to consumers' own healthcare and lifestyle improvement.

Other Healthcare and Medical Equipment

Day-to-day healthcare and treatment items: nebulisers for respiratory patients; massagers to ease daily muscle stiffness and aches.



Corporate Social Responsibility

Responsibility Towards Customers and Society

OMRON Healthcare is dedicated to improving customer service by offering a worldwide personalized user support together with its business partners.

We are also committed to community involvement through product donations and awareness-raising initiatives for promoting health. OMRON's latest healthcare service is designed for lifestyle disease prevention.

Responsibility Towards Employees

OMRON values the individuality and diversity of employees and strives to provide all people with equal opportunities in the workplace.

The OMRON Group as a whole is dedicated to helping physically challenged individuals find employment opportunities and achieve independence. In 1972 OMRON Taiyo Co., Ltd. was established in Beppu as the first factory in Japan run by physically challenged people. A similar factory, OMRON Kyoto Taiyo Co., Ltd., was built in Kyoto in 1985.



Environmental Aspects of CSR

Eco-OMRON to Realize a Sustainable Society

Aiming at people's harmonization with the environment, we at OMRON Healthcare group are committed to realizing the better environment through social responsibility business activities. With Kyoto headquarters, OMRON Matsusaka and OMRON Dalian earning ISO14001 certification for environment management systems, we are making constant improvements on our management systems, which were established to identify the effects of our mainstay healthcare/ medical products and services on the environment, and to promote the reduction of negative environmental factors and the prevention of environmental pollution.

For example, OMRON Healthcare is working to use no regulated chemicals, in order to curb the substances' negative effect on the environment.

Zero Use of Regulated Chemicals: RoHS Efforts

As the RoHS directive took effect in the EU on July 1, 2006, the use of 6 chemicals in EU-marketed electrical/ electronic equipment such as lead (Pb), mercury (Hg), cadmium (Cd), hexavalent chromium (Cr+6), polybrominated biphenyl (PBB), and polybrominated diphenyl ether (PBDE) flame retardants is now prohibited. While medical equipment is not among the RoHS target categories, OMRON Healthcare, swiftly responding to the global green awareness, is proactively working to no longer using the RoHS-listed chemicals in its products.



Eco-Label

OMRON Healthcare is constantly working to create eco-friendly products by setting own standards. The products certified to satisfy the standards indicate OMRON group's own "eco-label" trademark.

Promoting Health in the World

Broad Sales Network and Local-Oriented Service Teams to Serve Our Customers



OMRON HEALTHCARE Europe B.V. - a group company of OMRON HEALTHCARE Co., Ltd

Head office Hoofddorp, the Netherlands

Branch offices Germany, UK, France

Local Sales offices Russia, Poland, United Arab Emirates

Non-Customary Customer Care

Global Network

OMRON and its business partners offer a personalized user support worldwide. The following countries are represented by OMRON Healthcare Europe B.V.

| Country | Company | e-mail address |
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