

## **NIHON KOHDEN LAUNCHES AWARD-WINNING AUGMENTED REALITY APP AT HIMSS18**

*Immersive Cardiology Training App Enhances Clinical Excellence Services  
of Nihon Kohden University*

**IRVINE, Calif. – March 6, 2018** – Nihon Kohden, a U.S. market leader in precision medical products and services, today announced the launch of the Nihon Kohden Dimensions™ Augmented Reality (AR) App to complement the Clinical Excellence Services offerings from Nihon Kohden University (NKU). NKU is a robust online global education and training platform designed to help healthcare providers build and sustain their technology expertise, optimize clinical practice and ensure quality patient care.

AR is a live direct or indirect view of a physical, real-world environment whose elements are "augmented" by computer-generated or extracted real-world sensory input such as sound, video, graphics, haptics or GPS data. AR can provide a cost and time-efficient approach for clinicians to treat patients, teach and train staff and react quickly in emergency situations.

The Nihon Kohden Dimensions app, which is being highlighted at Nihon Kohden's HIMSS18 booth (10925) March 5-8 in Las Vegas, was recently recognized as the [AVA Digital Award 2018](#) Platinum Winner for Mobile App, the top honor in this category. AVA Digital Award is an international competition that recognizes excellence by creative professionals responsible for the planning, concept, direction, design and production of digital communications.

"Nihon Kohden understands the incredible ever-changing role healthcare providers play in delivering quality patient care," said Dr. Wilson P. Constantine, chief executive officer of Nihon Kohden America. "AR is a revolutionary new technology that has the potential to transform healthcare for physicians and patients alike. The interactive Nihon Kohden Dimensions app experience allows clinicians to learn our technology quickly with the ultimate goal of treating patients safely."

Nihon Kohden Dimensions, is currently designed to be used with Nihon Kohden's Lead Placement and Arrhythmia Identification posters available on the NKU website ([www.nkuniversity.org](http://www.nkuniversity.org)). Users aim their mobile device at the corresponding posters and the app launches the AR training experience, walking them through correct lead placement using Nihon Kohden's three and six lead sets or teaching them how to identify common cardiac arrhythmias. The app is for use on iOS compatible devices (iPhone or iPad) devices only.

"At Nihon Kohden, we are committed to ensuring a best-in-class educational experience for those we serve," said Veffa Devers, vice president of clinical excellence programs for Nihon Kohden America. "The Nihon Kohden Dimensions app is intended to seamlessly incorporate education into the clinical care our end users provide, helping to improve clinical workflow and quality, and providing an exceptional customer experience."

Nihon Kohden was founded with the mission to improve patient quality of life through the use of advanced technology and is committed to providing valuable training tools to its customers as part of that mission.

### **About Nihon Kohden Corporation**

Founded in Japan in 1951, Nihon Kohden is a leading manufacturer, developer and distributor of medical electronic equipment, with subsidiaries in the U.S., Europe and Asia. The company's products are now used in more than 120 countries, and it is the largest supplier of electroencephalography products worldwide. A pioneer in transformational healthcare technology, Nihon Kohden has envisioned, designed and produced revolutionary devices, such as pulse oximeters, arrhythmia analysis, low-invasive blood volume monitoring and wireless patient monitoring. In the U.S., the company is a trusted source for patient monitoring, sleep assessment, neurology and cardiology instrumentation solutions, and has been rated No. 1 in patient monitoring or telemetry for more than 10 consecutive years (MD Buyline). For more information, visit [us.nihonkohden.com](http://us.nihonkohden.com).

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