



ARROW ELECTRONICS

PRESS RELEASE

WPR Medical Wins Prestigious €45,000 Prize for M2M Innovation

'Body Area Network' specialist awarded Norway's fifth annual 'Vebjørn Tandberg Prize'



The winner of this year's prize, WPR Medical, represented by Borge Bogaard, CEO Curvus Inc., flanked by Peder Martin Evjen, the Managing Director of Radio Crafts AS (left) and Enfo Broadcast AS CEO, John Arild Raaen.

'Body Area Network' (BAN) specialist WPR Medical has become the fifth recipient of Norway's prestigious 'Vebjørn Tandberg Prize' award. This year's award, which recognized developments in machine-to-machine (M2M) technology, saw the company pick up a cheque for 250,000NOK (€32,000) and a business support package worth 100,000NOK (€12,000).

The Vebjørn Tandberg Prize is a joint initiative involving Arrow and other key organizations in the Norwegian electronics industry. WPR Medical was selected as this year's winner based on the company's work in physiological monitoring systems using wireless transmission technology. Two other companies – Radio Crafts and Enfo – were awarded runners up certificates.

The work done by WPR Medical is behind Curvus, the company's ECG heart monitoring system consisting of disposable wireless sensors, a hand-held receiver and software suite. Curvus wireless technology analyses recorded ECG signals in real-time and detects irregular cardiac events, which can be instantly transmitted to a physician for follow-up via GSM/GPRS, Bluetooth or a wireless network. All recordings are stored for later download and off-line analysis, including the correlation of arrhythmias with physical activities.

The 2010 award was presented by Tandberg director Bengt Thuresson, in a ceremony held during Arrow's annual customer seminar in Oslo. The committee that evaluated the entries and chose the winner and runners up comprised: Karl-Christian Agerup, CEO, Forkningsparken; Bjørn Ø. Andersen, Editor Elektronikk; Knut Dommersnes, Sales manager, Arrow Norway; Jørn Eriksen, CEO ProjectionDesign; Hans-Christian Haugli, CEO, Telenor Objects; Egil Hagen, Senior Advisor, Innovasjon Norge; Per Sønsteby, (retired) CEO, Hadelandprodukter AS (HAPRO); Einar Aas, professor, Department of Electronics and Telecommunications, Norwegian University of Science and Technology (NTNU).

About Arrow Electronics:

Arrow Electronics (www.arrow.com) is a global provider of products, services and solutions to industrial and commercial users of electronic components and enterprise computing solutions. Headquartered in Melville, N.Y., Arrow serves as a supply channel partner for approximately 800 suppliers and 130,000 original equipment manufacturers, contract manufacturers and commercial customers through a global network of more than 340 locations in 53 countries and territories.

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June 2010

Ref.: AR/631/A