

PRESS RELEASE

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Aerotel and EcoTec Launch New Personal Telecare Service in Finland

Based on Aerotel's GeoKeeper™ location-based system, the new wireless telecare service provides safety and peace of mind for seniors, children and lone workers, and already attracts significant interest in the market

Tampere, Finland and Holon, Israel, 20 January, 2010 - **Aerotel Medical Systems**, a world leading manufacturer of modular, mobile and home-based telemedicine and telecare solutions, and **EcoTec**, a leading Finnish provider of personal safety and tracking services, jointly launched a new personal telecare service in Finland.

The innovative mobile service, which is based on Aerotel's **GeoKeeper™** personal safety and location system, enables the accurate location of seniors, children and lone workers, granting users and family members safety and peace of mind. GeoKeeper™ will be distributed in Finland by EcoTec.

GeoKeeper™ is a light-weight wrist-worn GPS-based personal telecare safety device. It offers users and their families a new level of safety and peace of mind using its embedded GSM/GPRS module, built-in speakerphone and active GPS receiver. With its geofencing feature, the device provides real time information over the user's accurate location. When the wearer wanders outside a specified zone (e.g. neighborhood or school area), the system sends a short message (SMS) alert to a monitoring center and to a relative or caregiver.

"The deal is another step in the expansion of our telecare products offering in Western Europe," said **Ofer Atzmon**, vice president for business development and marketing at Aerotel Medical Systems. "After the successful launch of GeoKeeper™ in other European markets, we have formed a partnership with EcoTec to bring our personal safety solutions to the Finnish market."

"By combining our proven abilities and our leadership in the Finnish market with Aerotel's cutting edge technology we are now able to offer a service aimed at providing care and security for those in need, using our unique SmartCare platform connected with GeoKeeper personal traceable devices," said **Jouni Mäkipää**, CEO and founder at EcoTec.

GeoKeeper™ enables two-way voice calls and text messages with an advanced alerting system for enhanced personal security. The product is fully programmable over the air via a user-friendly Web-based portal.

About Aerotel Medical Systems

Aerotel Medical Systems is a world leading provider of cost-effective, high-quality and user-friendly medical diagnostic systems and devices for home care, eHealth and telemedicine as well as telecare and personal safety. For further information please visit Aerotel Medical Systems website at www.aerotel.com.

Aerotel Medical Systems will demonstrate the GeoKeeper and other mobile telemedicine and telecare solutions at the **GSMA Mobile World Congress 2010 in Barcelona (15-18 February, 2010) (booth 2C72)**.

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About Ecotec

EcoTec develops, sells and markets technology and safety solutions to ensure wellbeing, safety and interactivity. It offers state-of-the-art solutions which provide significant economic benefits as well as cost efficiency and savings by using the latest technology. For further information please visit EcoTec website at www.smartcare.fi

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