

## AWARD WINING AUTOMATED EXTERNAL DEFIBRILLATOR

**DUNEDIN, FLORIDA - OCTOBER 2018:** BlackHägen Design is pleased to announce the winner of the AngelMD Innovation Challenge Award: Elliot, an AED with game changing technology from HeartHero/EIR inc.

BlackHägen Design was tasked to create and fast-track the next generation in AEDs. From product definition to completion of the alpha prototype design took approximately six months (compared to at least two to three years in a typical corporate environment). BlackHägen Design provided the industrial and UX design, usability engineering, mechanical engineering, electronic engineering, embedded software engineering, and prototype functional testing.

Focusing on minimized size, weight, and cost, maximized ease-of-use, and long shelf life, the revolutionary AED includes wireless telemetry and optional supporting devices in the system architecture. The result of this intensive technical development yields the world's smallest 2000V/150J AED powered by an integrated 12-volt battery at substantially lower cost than similar performing "full-size" devices.

"Developing class-leading products takes time, money, a seasoned R&D team, and a laser-focused objective. By deploying a rapid and iterative user-centered design process, our team was able to hit all critical design targets in just six months. We are proud of what our small, dedicated team has been able to achieve in such a short time and look forward to preparing the device design for commercial launch in the near future," declared Philip Remedios, Principal with BlackHägen Design.

Gary Montague, CEO at HeartHero/EIR, inc, exclaimed, "We are humbled and honored to receive the AngelMD Innovation Challenge Award during the world's largest ER conference, ACEP18! Thank you to everyone who continues to support our mission."

Join BlackHägen Design and HeartHero/EIR, inc in celebrating this prestigious award.

*\*This product is not yet approved for sale by the FDA*

### **About BlackHägen Design**

BlackHägen Design is a multidisciplinary, user research and product design firm, supporting start-ups through Fortune 500 companies. At BlackHägen Design's core, user-centric processes drive innovation and sustainable product development of safety-critical devices and systems. The Company's systematic methodology for translating research insights and creating innovation has contributed to over 100 patents and trade secrets for clients in the last two decades. Additional information about BlackHägen Design is on the web at [www.BlackHagenDesign.com](http://www.BlackHagenDesign.com).

### **About HeartHero/EIR inc**

HeartHero is working to increase survival rates by closing the gap between sudden cardiac arrest (SCA) and when an ambulance arrives. The company is addressing this public health crisis by building a portable, affordable, automated external defibrillator (AED). By making AEDs more accessible and creating a connected ecosystem, HeartHero is empowering anyone, anywhere to save a life. Learn more at [www.HeartHero.com](http://www.HeartHero.com).

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