



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

## WIRELESS MedCARE BECOMES LOCAL COMPANY

*Wireless sensors for nursing homes being developed in Roanoke*

**ROANOKE, Va. (April 29, 2009)** – Wireless MedCARE, LLC, a company developing wireless sensor systems for nursing homes, has reorganized as a Virginia company, paving the way for future growth in Roanoke as its technology moves to production.

With an early investment from Carilion Biomedical Institute, Wireless MedCARE first opened an office in Roanoke in late 2006 and has since been collaborating with nursing homes, engineering services companies and suppliers to fine-tune its technology. The company was formed in Colorado in 2006 and in February became a Virginia limited liability company.

“We have been developing and testing a novel wireless sensor system known as VivaTRAK that addresses quality of care and documentation problems in the 1.4 million nursing home beds in the United States,” said Dan Wrappe, CEO of Wireless MedCARE. “Considering the strong relationships forged during the product development process, we are delighted to complete our transition to become a truly local company.”

VivaTRAK consists of sensors at every bed and a server that gathers bed data to provide alarms, reports and patient management information. The technology can determine when a patient is out of bed, resting quietly or actively moving. It can also record when caregivers are present. VivaTRAK can help facilities prevent such conditions as pressure ulcers and falls.

Wireless MedCARE has three employees in Roanoke to manage contracted engineering service organizations, equipment suppliers and testing activity. The company plans to expand in Roanoke as products are transitioned to production later this year. In the meantime, it plans to continue its collaborative development work with local companies.

Already known in the local technology community, the company has been nominated for an Innovator Award by members of the NewVa Corridor Technology Council.

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## **WIRELESS MedCARE NOMINATED FOR NCTC AWARD**

**ROANOKE, Va. (April 29, 2009)** - Wireless MedCARE, LLC, a company developing wireless sensor systems for nursing homes, has been nominated for the Innovator Award from the NewVa Corridor Technology Council (NCTC).

The Innovator award recognizes a company “that sets the standard for thought leadership and innovation in their respective field. By definition, they are doing something new or different, and they are doing it well. Their innovation represents a significant technological breakthrough or addresses a great market opportunity or both.”

Wireless MedCARE has been developing and testing a novel wireless sensor system for nursing homes known as VivaTRAK. It consists of sensors at every bed and a server that gathers bed data to provide alarms, reports and patient management information. The technology can determine when a patient is out of bed, resting quietly or actively moving. It can also record when caregivers are present. VivaTRAK can help facilities prevent such conditions as pressure ulcers and falls.

“Although we have been quietly doing the development work for VivaTRAK, apparently the word is leaking out,” said Dan Wrappe, CEO of Wireless MedCARE. “We’re pleased the technology leadership within our community has recognized our technology advancements and business model. We look forward to the commercialization of the technology and the potential impact to jobs in the local community.”

The Innovator Award will be presented during the NCTC’s TechNite Awards ceremony on May 21.

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