



THE LASER TIMES

THE SPECIAL LASER NEWSPAPER



Ready, Set, Sell!
Medilas H 140 and Solvo 35 on Display at EAU

A note from Mr. Wunderl

By: Wolfgang Wunderl, GM, Systems and Laser

Dear Dornier Family Member,

At Dornier MedTech, we work hard and we don't always take the time to enjoy our accomplishments and success. With the launch of two truly great lasers, let's savor these significant achievements. This special newspaper is solely focused on our new lasers, and they are deserving of this extra attention!

The Dornier Medilas H Solvo 35 and Medilas H 140 represent noteworthy technological triumphs:

The innovative 35-watt Medilas H Solvo 35 laser features our patented Advanced Mode™ for reduced retropulsion (less stone movement), as well as preset treatment modes, two displays for flexible viewing, and a wireless footswitch to make treatment of all types of stones highly efficient. More on what the unique Advanced Mode means for urologists, page 3. And, great team effort by our Laser R&D team and our colleagues from TATA.

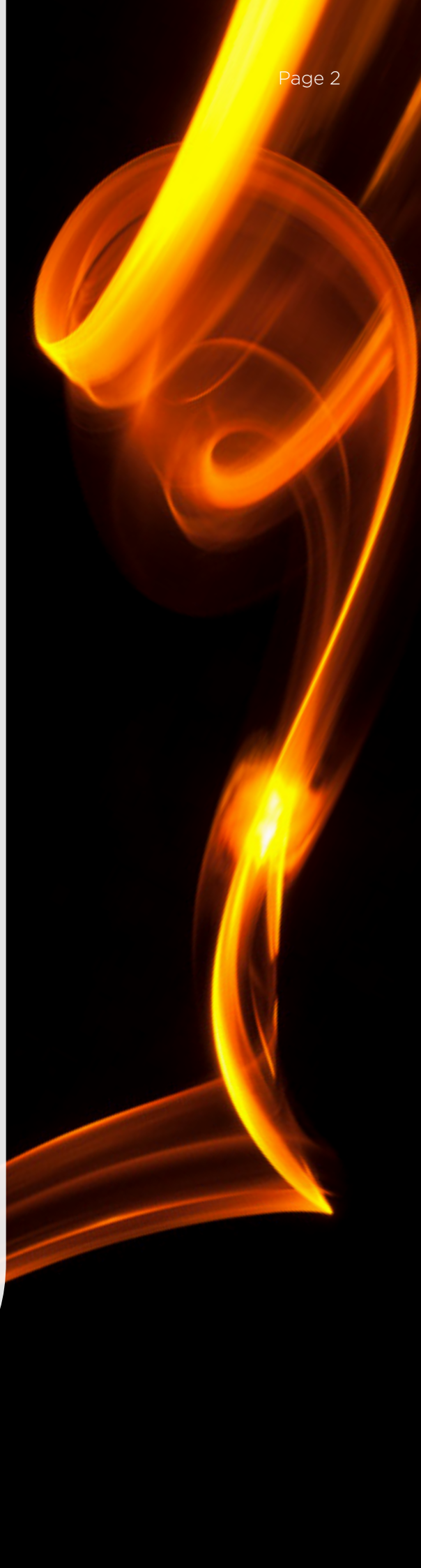
The Medilas H 140 laser is the most powerful, fast and versatile holmium laser on the market today, with an optional integrated morcellation module for streamlined BPH treatment, as well as efficient stone dusting and fragmenting.

This laser is Dornier's re-entrée into the endourological area of BPH treatment. And, it is a great example of the kind of partnering that we as a medium-sized company need to do to be successful in today's competitive market environment.

Enjoy watching this special video about the making of the Solvo 35 laser here in Wessling:

<https://youtu.be/fNY1v1BTMLI>

Happy reading!
And, watching!



Dornier Medilas H Solvo 35

Innovative, Unique Laser

By: Kelly Westermann, Global Marketing, Communications Manager

Launched officially at EAU, the Solvo 35 laser features the patented Advanced Mode™ for reduced retropulsion, a unique pulse shape for decreasing stone movement during lithotripsy. The advanced laser also offers preset treatment modes, two displays for flexible viewing, and a wireless footswitch to make treatment of all types of stones highly efficient.

Advanced Mode for Reduced Retropulsion

The uniquely engineered Advanced Mode reduces stone movement during lithotripsy, eases targeting of the stone with the laser fiber and helps to reduce patient treatment time—a significant advantage for urologists. Professor Dr. Med. Thomas Knoll, Chief of the Department of Urology at Klinik-Verbund Südwest in Germany, and renowned member of international urolithiasis committees of experts, stated, “Although the Solvo is already very efficient with Standard Mode, the unique pulse shape of the Advanced Mode helps ensure that mobile stones are decisively more stable during laser lithotripsy.”

Preset Treatment Modes

In addition to the patented Advanced Mode, dusting, fragmenting and three other treatment modes are preset with clinically proven parameters for efficient treatment mode selection at just one touch of a button. The offering of a dedicated pulse shape that reduces retropulsion and the variety of preset laser lithotripsy treatment modes is an important advantage in the holmium laser market—and one which has made the predecessor Solvo model Europe’s most popular holmium laser brand.

Other Features:

- A wireless footswitch that can be conveniently placed anywhere, allowing for flexible positioning not limited by cable length, and improving safety at work with no cables underfoot.

- An optional second display which enables viewing of the most important clinical laser settings from every angle in the Operating Room.

Ulrike Schoen, Director, Global Product and Marketing Program Management, says: “The new Solvo 35 laser builds on our best-selling Solvo 30, and is positioned to outperform its rivals as a ‘top of the class’ versatile device in the stone

laser segment. It complements our existing portfolio of patented laser lithotripsy technology and fibers, serving the needs of urologists and operating theaters. Thoughtfully modelled using extensive customer research, we are proud to offer this exceptional product that is designed with the customer’s ‘ideal’ stone laser in mind, providing them with an excellent treatment option and great workflow efficiency.”



Dornier Medilas H 140

Bringing Power to Perfection

By: Kelly Westermann, Global Marketing, Communications Manager

Dornier MedTech Launches High-Power, High-Frequency Laser For Endourology Treatments

Launched with the Solvo at EAU, the most powerful, versatile and fastest holmium laser on the market: The Dornier Medilas H 140. The high-power and high-energy device delivers optimal treatment efficiency in endourology with 140 Watt power and up to 6 Joule energy. Its frequency of 100 Hertz ensures fast class dusting and cutting procedures. The Medilas H 140 is the only holmium laser that features an optional integrated morcellation module, enabling streamlined and economical BPH treatments.

Bringing Power to Perfection

The power of the Medilas H 140 offers significant benefits:

- Reduced treatment times with extraordinary surgical precision
- Streamlined stone treatments with 100 Hertz fast class dusting
- Excellent efficiency when enucleating and cutting tissue, with simultaneous hemostatic effect
- Treatment of prostate adenomas of virtually any size

Supreme Versatility

In addition to the unique combination of laser and auxiliary morcellation module for BPH treatments, the versatility of the device extends to soft tissue cutting, ablation, coagulation and vaporization, as well as hard tissue fragmentation. Intended for use in the following:

Urology:

- HoLEP
- Urethrotomy
- Bladder neck incision and Coagulation

- Urinary Lithotripsy

Gastroenterology:

- Endoscopic fragmentation and pulverization of biliary/bile duct calculi

A Win-Win Partnership

Dornier MedTech, as a mid-sized company, sometimes needs to partner with other manufacturers. It was fortunate that our Portfolio Taskforce has found a partner that had the right product in their portfolio and was willing to collaborate. As we were a pioneer in lithotripsy, our new partner has been a pioneer in medical, and in particular, aesthetic lasers. While we were seeking a high-power holmium

laser to close our portfolio gap, they were seeking a well-established company in the field of Urology that could market and sell their new product to the segment.

Says Wolfgang Wunderl, GM Systems and Laser, "For a medium-size company like us, partnering with other manufacturers is very important in today's competitive market environment. We are therefore very grateful that our Portfolio Taskforce has found a partner and that we could contract with them thanks to a strong team effort of many employees from various departments and both companies so quickly. Together, we have formed a win-win partnership of two German mid-sized companies."



A talk with Solvo 35 Project Leader, Deepak Jadhav

By: Kelly Westermann, Global Marketing, Communications Manager

Deepak Jadhav joined DMT as a contractor in September 2016, as the Project Leader for the Solvo 35 laser. He is an Electronics Engineer turned Project Leader.

Tell me how the Solvo 35 was “born?”

(Laughs). That is funny, because sometimes I say that the Solvo 35 is my baby. I have lived and breathed this project for 17 months, from the Idea Phase, through Concept, Design and Development, and now into Compliance. What has been so interesting is that not only did we design and build a laser, but we overhauled and perfected our Standard Operating Procedure for Laser design and development. We streamlined the development process while actually developing the product! The idea for the Solvo 35 came about before I joined as Project Leader, but it is

my understanding that we needed a low-power laser with great features, futuristic aesthetics, and features that doctors specifically requested. Incorporating feedback from doctors was a key part of the initial concepting for the laser. The Solvo 35 is the successor to the Solvo 30, and enhancements include the re-arranged graphical user interface, a second display for optimal viewing, and a handy storage compartment.

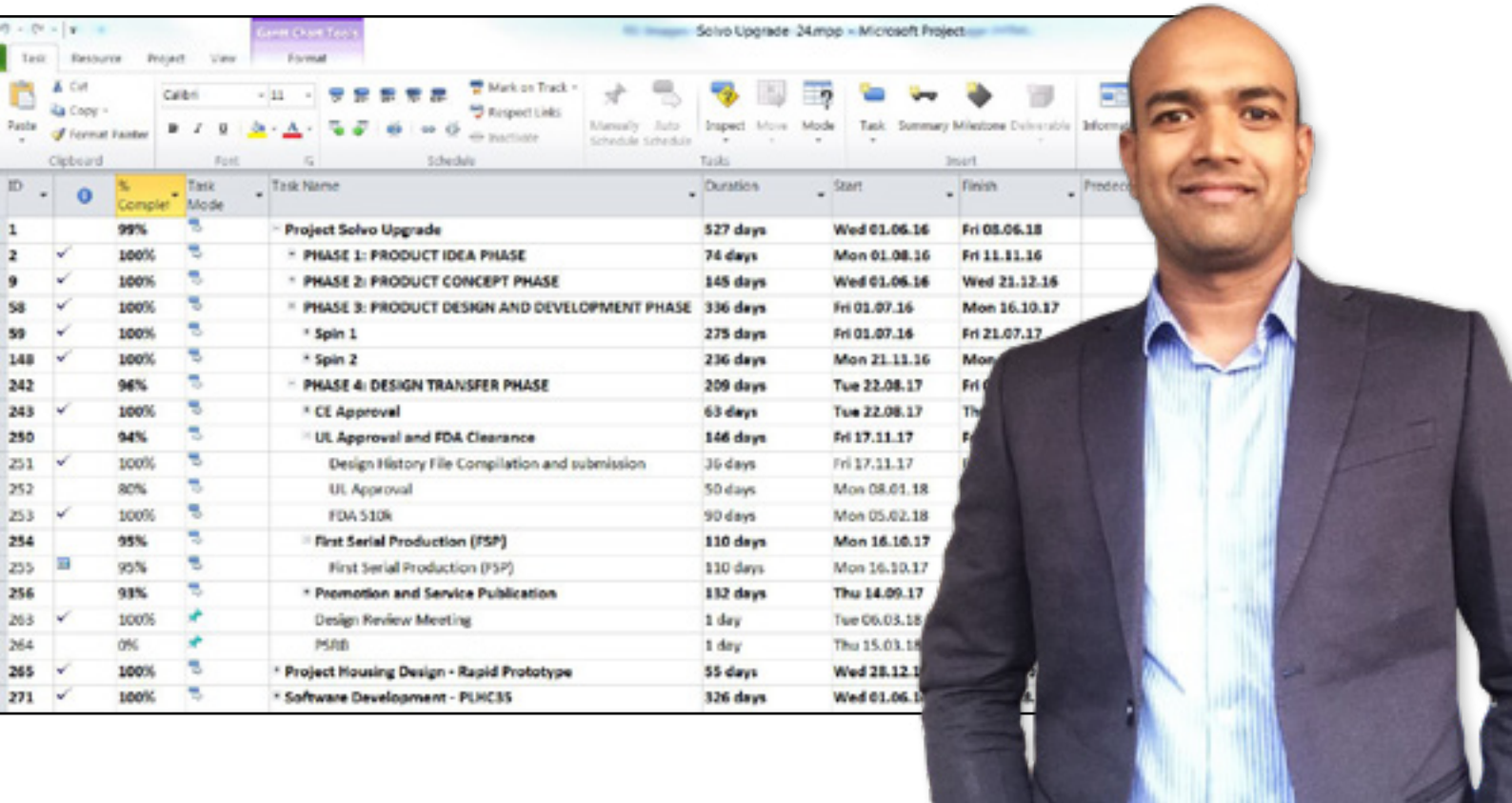
What came after the Idea Phase?

Next came the Concept Phase, when we chose the housing for the device, looking at many designs and gradually we narrowed them down. Next: The Design and Development Phase—we first built the device and tested it, then we fixed bugs and deficiencies. Also during this phase, we had to ensure that we were with- in Compliance. We received an

extremely short deficiency report, which is very rare. At this point today, we have begun production. Another piece of good news is that we received FDA approval yesterday (March 9).

Is there anything that stands out to you, during this long process?

I have to say, the team really collaborated well, and my job as Project Leader is not just to ensure that we meet our milestones and key dates, but to keep the team focused, and we had fun. I am so proud of this effort and the collaboration, and one day I will tell my daughter about this project—that somewhere in the world, the machine that her father helped build is benefitting patients every day.



ID	% Complete	Task Mode	Task Name	Duration	Start	Finish	Predecessors
1	99%		Project Solvo Upgrade	527 days	Wed 01.06.16	Fri 08.06.18	
2	100%		PHASE 1: PRODUCT IDEA PHASE	74 days	Mon 01.08.16	Fri 11.11.16	
9	100%		PHASE 2: PRODUCT CONCEPT PHASE	145 days	Wed 01.06.16	Wed 21.12.16	
58	100%		PHASE 3: PRODUCT DESIGN AND DEVELOPMENT PHASE	336 days	Fri 01.07.16	Mon 16.10.17	
59	100%		Spin 1	275 days	Fri 01.07.16	Fri 21.07.17	
148	100%		Spin 2	236 days	Mon 21.11.16	Mon 16.10.17	
242	96%		PHASE 4: DESIGN TRANSFER PHASE	209 days	Tue 22.08.17	Fri 01.06.18	
243	100%		CE Approval	63 days	Tue 22.08.17	Thu 07.10.17	
250	94%		UL Approval and FDA Clearance	146 days	Fri 17.11.17	Fri 01.06.18	
251	100%		Design History File Compilation and submission	36 days	Fri 17.11.17	Fri 01.06.18	
252	80%		UL Approval	50 days	Mon 08.01.18	Mon 16.10.17	
253	100%		FDA 510k	90 days	Mon 05.02.18	Mon 16.10.17	
254	95%		First Serial Production (FSP)	110 days	Mon 16.10.17	Mon 16.10.17	
255	95%		First Serial Production (FSP)	110 days	Mon 16.10.17	Mon 16.10.17	
256	93%		Promotion and Service Publication	132 days	Thu 14.09.17	Thu 14.09.17	
263	100%		Design Review Meeting	1 day	Tue 06.03.18	Tue 06.03.18	
264	0%		PSRB	1 day	Thu 15.03.18	Thu 15.03.18	
265	100%		Project Housing Design - Rapid Prototype	55 days	Wed 28.12.17	Wed 28.12.17	
271	100%		Software Development - PLHCS5	326 days	Wed 01.06.18	Wed 01.06.18	

Bringing the Medilas H 140 to Market, an interview with Stéphane Naudin

By: Kelly Westermann, Global Marketing, Communications Manager

How was the decision made to develop the Medilas H 140? What came first?

The Portfolio Taskforce determined last fall that there was a need, in DMT's product portfolio, for a high-power holmium laser, that could be used for BPH, a common urological ailment, as well as for stones. The Portfolio Taskforce took the idea to the SLT who signed off on the potential opportunity. It was at this point that I was then asked to coordinate all the tasks associated with bringing the product to our customers.

The Medilas H 140 is actually manufactured by another company but will be marketed and sold by DMT. So, this is quite different than the situation with the Solvo, which was developed and built by Dornier from scratch.

My initial responsibilities included note taking at meetings, support, and coordinating contract negotiations led by

Weikang Lee. One can compare contract negotiations to a marriage settlement where all positive and negative scenarios must be discussed. There were multiple contracts and it took us from mid-November to mid-February to agree upon and sign the contract.

What happened next?

We had many questions about the device, also regarding the morcellator—which is new technology for us. The two departments of Product Management and Product Design and Development were involved in testing the device.

One might think that we could simply say to the original manufacturer, 'Can we please have your device in Dornier housing... tomorrow?'

But, in fact, it is a long process. So, the project was divided into three phases. The first step is simply to apply a sticker to the device, "Distributed by Dornier," and sell it in test markets. It has a special plug that uses 400 Volts, and is known as a "three phase device" because of the electrical needs.

What is going on now?

Now, we are preparing for Step 2, when we apply our brand and design to the device, have a Ready/Stand-by button implemented on the footswitch, and this should be ready in June. This device will also have three-phase, so the electrical needs aren't changing until later in the year.



By the way, we just received the "Own Brand Labelling Device" Medilas H 140 as an exhibition device March 2. It was an exciting moment to see it for real, and the project truly has been a perfect harmonization between the two new Lasers (H 140 and Solvo), which will be launched at EAU. So I hope we will witness a great launch for both devices... and I am pretty confident that we will when I see the great job that the Marketing and Program Management teams have done for this event!



Interview with Ulrike Schoen

Stones and Lasers—The Latest

By: Kelly Westermann, Global Marketing, Communications Manager

We sat down with Ulrike Schoen, Director, Global Product Marketing and Program Management, and asked her about the state of the market for lasers. With the launch of two new lasers simultaneously, we sought to understand how the lasers fit into Dornier MedTech’s strategic objectives.

Can you tell us about the marketplace for lasers?

Sure, but first let me talk about the prevalence of stones, and how stones are becoming more prevalent worldwide. You can see from this map that there is a stone belt, and it extends around the world and is characterized by a stone prevalence of 10-15% of the population. In this zone, the climatic, environmental and social conditions are conducive to stone formation.

Further, from the chart below, you can see that the number of projected stone treatments is expected to grow in the coming years, especially in the U.S.:

Geography	Treatments 2017	Projected Treatments 2025	CAGR
Europe (Top 5)	404.4 Tsd.	429.2 Tsd.	0.8%
US	717.1 Tsd	846.6 Tsd.	2.2%

Numbers for Japan and Asia will be available approx. Mid 2018.

Source: Urological Devices | Medtech 360 | Market Analysis | Europe & US | 2017; M360UR0031; 2017 Millennium Research Group, Inc.

Next, we are experiencing a shift, and have been experiencing a shift for several years, in stone therapy options. Where ESWL treatments are declining, you see an increase in laser treatments. The balance is tipping towards URS. This chart provides further detail:

CAGR	ESWL	URS	Cystoscopy	PCNL
Europe (Top 5)	-3.0%	+3.0%	+0.7%	+1.7%
US	-3.6%	+4.7%	+0.2%	+4.6%

Source: Urological Devices | Medtech 360 | Market Analysis | Europe & US | 2017; M360UR0031; 2017 Millennium Research Group, Inc.

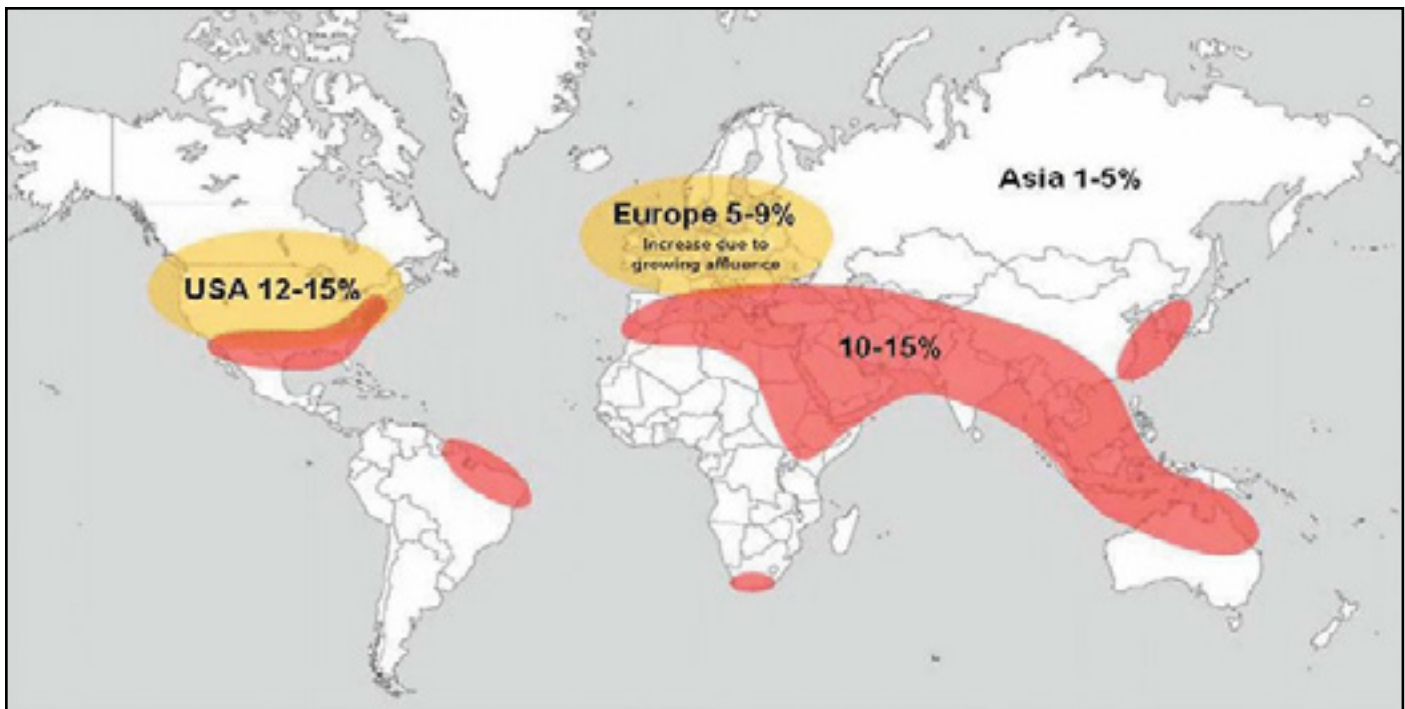
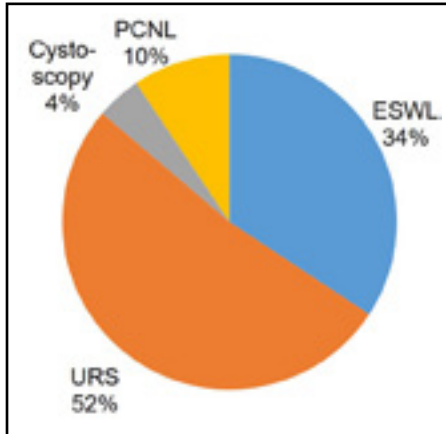


Figure 2: The so-called stone belt (red) extends all the way around the world and is characterized by urinary stone prevalence of 10 to 15%. In this zone the climatic and social conditions are conducive to stone formation. Some stones are associated with poverty, others with affluence. In Europe and the USA, there has been a sharp, almost exclusively affluence-related rise in the occurrence of calcium oxalate and uric acid stones. Climate simulations for the USA indicate that the stone belt will move northwards in the coming two decades (12).

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Looking at stone treatments overall, you can see from this pie chart that use of URS has eclipsed that of ESWL:



Are there other developments in the marketplace that cause our laser business to be so important?

Good question. We're actually seeing an increase in HoLEP. HoLEP stands for Holmium laser enucleation of the prostate; it's a minimally invasive treatment for BPH (Benign Prostatic Hyperplasia). With the patient under general anesthesia, the surgeon uses the laser to enucleate the prostate gland tissue, leaving just the capsule in place. The surgeon pushes the excised prostate gland tissue into the bladder and then uses a morcellation device to grind up and remove the tissue. Our new Medilas H 140 can treat BPH, and BPH is a common urological ailment in men as they get older.



This chart reflects the growth in HoLEP procedures:

Geography	Treatments 2017	Projected Treatments 2025
Europe (Top 5)	42.8 Tsd	80.4 Tsd
US	28.8 Tsd	47.0 Tsd

Numbers for Japan and Asia will be available approx. Mid 2018.

Geography	CAGR
Europe (Top 5)	+7.6%
US	+7.3%

Source: Urological Devices | Medtech 360 | Market Analysis | Europe & US | 2017; M360UR0031; 2017 Millennium Research Group, Inc.

With FDA approval and receipt of the CE Mark, we can actively sell the Solvo 35. What does the marketplace look like for low-power lasers?

Low power lasers represent 85% of the market in units, and high power lasers, or lasers with >80 Watts power, represent 15% of the market. This is very important for us a manufacturer, as fiber growth is significant due to the shift towards laser treatment procedures and it's very profitable. In Europe, Dornier MedTech is the market leader in this segment. In the U.S., Boston Scientific leads with 65% of the market share, but Dornier MedTech is still in the top 5. The Solvo 35 enters a big and growing market segment, and it is the successor to Europe's market-leading brand, so the opportunity is ours!



DMT Europe's laser marketing plans

By: Kelly Westermann, Global Marketing, Communications Manager

Ingrid, can you please share with us your plans around the EAU (European Association of Urology) trade show that just took place?

To start, we had a great looking booth at EAU, and a full presence of Sales, Product Management and Marketing colleagues in attendance. This is an important event for us, and since attendees are urologists—our target audience, we are always very excited about the opportunity to meet with so many current and potential customers.

We executed a multi-channel marketing campaign to promote our EAU participation and the launch of our two new lasers. This

included a robust schedule of social media posts—before, during and after EAU. In addition, we sent a postcard to urologists announcing the highlights, published an ad in the biggest German Urology journal, the “Urologist,” distributed the Medilas H Solvo 35 press release to urology journals throughout EMEA and we had an e-mail campaign. All promotional activities stated that Dornier MedTech would have a big announcement during EAU: the launch of two new lasers! And we also roused their curiosity for a special attraction...a virtual reality demonstration! The technology is exciting, and the demo is very effective - so we expected a good turnout and high attendance.



And all our expectations were met: urologists enjoyed the VR demo. It was, in combination with the two new lasers, the highlight of our booth, if not the entire show. The demo presents the Advanced Mode™ for reduced stone movement and is compared to regular mode. The user is right in the urethra and can use a laser to shoot the stones and destroy them. It is demonstrated that, when a laser strikes a stone in the standard mode, the stone will move, which makes it more difficult for the urologist to blast. Once doctors saw for themselves how little the stone moves with Advanced Mode, they realized how significant and beneficial this feature is. It was a successful show for us. We are very happy with the number of leads we generated and are impressed that we could welcome visitors from 36 countries in our booth.

After EAU, what will be your primary marketing tactics?

As we all know, the best way to sell a Dornier MedTech product is to demo it; once doctors

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experience our products for themselves, they feel that they “must have” our devices. Our plans include demonstrations by our Sales team and Application

Dornier MedTech

BRINGING POWER TO PERFECTION

DORNIER MEDILAS® H 140

LASERTECHNOLOGIE IN DER ENDOUROLOGIE

- 140 Watt Holmiumlaser
- High-Power-Einstellungen für eine effiziente HoLEP
- Bis zu 100 Hertz Pulswiederholrate für ultraschnelles Stone Dusting
- Optionaler, integrierter Morcellator

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Specialists at referring hospitals throughout EMEA. This will be our primary tactic, but we have many other marketing activities planned as well.

In addition to training the sales force to conduct great demos of the lasers, we will have a big EMEA Sales Partner meeting at the end of April. These Sales Partners add to our Sales efforts, and a great deal of business comes from these them. We are supporting them with Dornier marketing materials, so they can promote our devices through their marketing activities. They will utilize, for example, the great looking laser brochures, customized roll-ups (roll up fabric stands) and our videos at about 20 congresses and events, where they are participating and promoting our devices.

Plus, they can use a specially designed Sales Presentation deck from Global Product Marketing—ten highly effective slides that focus on the product benefits, and how the lasers can help doctors reduce treatment time, improve patient throughput and enhance safety—our key selling messages. As you can see, they will have a plethora of material to support them when they are presenting our lasers to potential customers.

Dornier MedTech Europe has a full schedule of about 40 congresses and events throughout the rest of the year where a large number of urologists will be present, and these are a major marketing tactic for us—we believe it is very advantageous to meet directly with our customers and show them our devices. Beside the EAU, other main events are, e.g., the WCE, CIE, DGU and ESUT. In addition, we will run advertisements and place press releases for the lasers in urology journals in the upcoming months, which will also help create awareness of the lasers. We already have a Google AdWords campaign in place for lithotripters and lasers in

Germany, and we’ll continue that. Our Dornier website is an important marketing tool for us. We will have detailed product benefit and feature information on dedicated product pages on the site, and a place where doctors can request a brochure. When they request a brochure, we capture their name and email address, as well as their facility name, and we contact them to see if they are interested in a demonstration. These leads are important for our Sales team.

These are not all of the marketing activities we have planned—there’s much more, but these are the most significant for us. We expect the two lasers to sell very well!



Ingrid Einsiedler (left)
and Brigitte Grad (right)

The Laser Launch

A Blast of a Celebration!

By: Kelly Westermann, Global Marketing, Communications Manager

The Medilas H 140 and the Medilas H Solvo 35 launched publicly at the European Association of Urologists trade show and in the media on March 16. Prior to that, however, the lasers were launched for Wessling employees with great fanfare and a fantastic celebration on March 7.

Beginning in the morning, a special “newspaper” was hand delivered throughout the offices in Wessling. The newspaper, “The Laser Times,” detailed how the new lasers are positioned in the marketplace—from the high power, high frequency Medilas H 140 to the patented technology of the Solvo 35, as well as the features and benefits of both for urologists. It also showcased the teams who helped bring both products to market. (A version of the newspaper is in development, to be distributed to the entire organization the week of April 9.)



That evening, a party in the Dornier Lounge (everyone in the Wessling offices was invited) featured heartfelt speeches recognizing and thanking all those who had worked so hard and long, a special appearance by our CEO offering inspiration and congratulations, “reveals” of the products with a thorough description of each, a laser light show by a professional laser show company, the debut of a video about the “making of” the Solvo 35, and appetizers, cocktails, dinner and dessert! Oh, and there was a DJ and dancing, too. It was a blast! Said one employee, “This has been a great evening. Some of us never receive this kind of detailed product information, and it makes me proud to be a part of the team that made this all possible.”

Training on the new lasers was conducted that week, as well, with Sales and Marketing personnel attending from around the world for the in-depth, hands-on training sessions. Marketing materials were completed, or near completion, in time for the training sessions, too.



It was a multi-event celebration of collaboration, innovation, accountability and quality, befitting of these two great new lasers!