

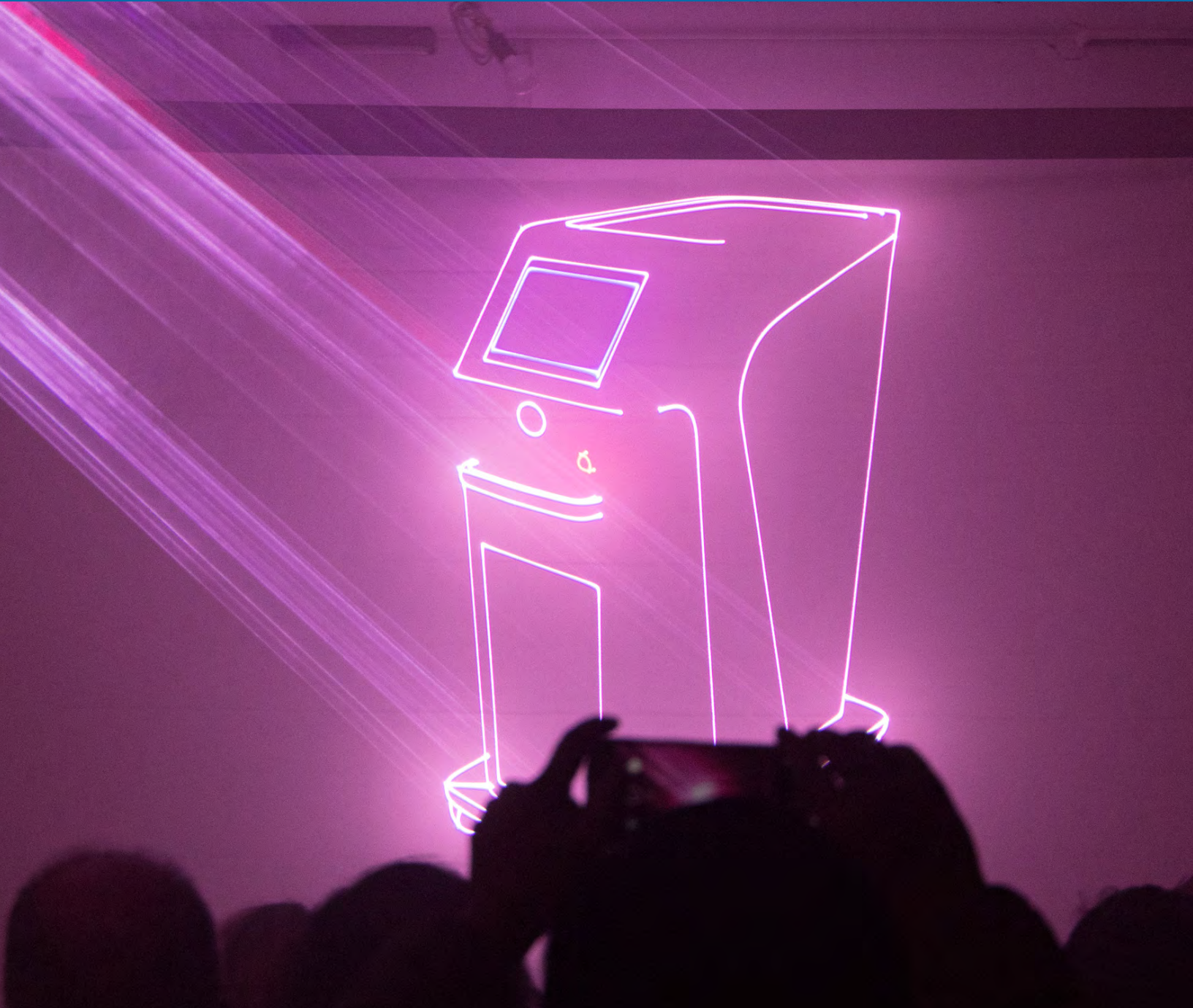
SPECIAL LAUNCH EDITION #2

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THE LASER TIMES

THE SPECIAL WESSLING NEWSPAPER



FEEL THE ENERGY

Congratulations to All!

By: Abel Ang, CEO

Note: Abel Ang, CEO, joined the celebration and made his remarks after the Laser Light Show, commenting, "I cannot do better than the show..."

Let me start by congratulating the Laser team and all those in Wessling who contributed, directly or indirectly, to the launch of two new lasers—and that includes the Portfolio Taskforce. It's not every day that we have the opportunity to launch two products simultaneously. I'm glad that we are taking this time to celebrate; it's important to do so!



We are a company focused on the future, and the Laser business is key for us. Laser lithotripsy has become the most popular treatment option for stones. Technical advancements on endoscopes are offering more and new treatment opportunities for lasers. With more products, we are providing our customers with more choice. And, we've demonstrated—with the Medilas H 140 laser—that when we partner well, we produce well.

I believe that it is very fitting and appropriate that we are in the Canteen, which has been under construction for months, and I've said that we as a company have an "Under Construction" sign on us—that we're a company in transition. We are facing challenges that we'll overcome, and we'll succeed because we stick together as a team—working collaboratively and with speed.

Klaus Staerk: Software Team Lead by day, rockin' DJ by night

By: Kelly Westermann, Global Marketing, Communications Manager, DMT

Klaus Staerk, DMT Systems Software Team lead, deejayed the Laser Launch celebration party, Wednesday, March 7. With many people up and dancing, his skills as a DJ were proven: he can lead people to move!

Ten years ago and with a lifelong passion for music, Klaus bought a record player and mixer, and started to teach himself how to DJ. "It was a lot of work, but work that I thoroughly enjoyed," he states. He then started to DJ at parties for his motorcycle club, and honed his self-taught skills at parties about five times a year, gradually working his way to playing records that others brought to him.

Asked how his skill was discovered for the celebration, Klaus attributes that to an offhand comment made to Wolfgang Wunderl many years ago about his DJ'ing. Mr. Wunderl remembered Klaus's hobby, and mentioned it to Ulrike Schoen, Director, Global Product Marketing and Program Management, who planned the celebration. "We are so fortunate that Klaus was willing to DJ for us," says Ulrike, "he helped make the party the success that it was!"



Watch the Full Recap of the Laser Launch Celebration Video:

<https://vimeo.com/259708653/37d2b060dc>

Watch the Full Solvo 35 Launch Video:

<https://youtu.be/fNY1v1BTMLI>

"It's a challenge to build a playlist, because you can't always pre-judge the mood of a room...you need to keep the room happy, and you're never quite sure how they'll react to music. If you play a few wrong songs where people don't dance, you've lost the room, so it's important to adapt a playlist 'on the fly,'" he explains.

A talk with Solvo 35 Project Leader, Deepak Jadhav

Interview by: Kelly Westermann

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 within 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 benefiting patients every day.



Bringing the Medilas H 140 to Market

Interview by: Kelly Westermann

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 electric needs aren't changing until later in the year.

After that, Step 3 will extend the high power Dornier MedTech portfolio with a single phase device using 240 Volts, especially for the U.S. market.

By the way, we just received the “Own Brand Labelling Device” Medilas H 140 as an exhibition device last Friday (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!



“Ulrike (Schoen) did a great job. We’ve never had anything like this!
It’s so great for all employees—good atmosphere!”

Celebrate!

“I learned a lot about the new lasers; I’m glad we had this party—it’s fun and I learned about our products!”



“This is good for people in other functions, who never receive presentations of the devices we sell... we’ve never had information like this before.”

“Tonight is very special, and thank you Dornier for this celebration!”



“The development team, under the leads of Uwe Lehmann and Deepak Jadhav, have done a tremendous job of bringing the Solvo 35 from concept through production.”



“I told you there would be beer and cocktails!”

“Are you having a good time? Isn’t this great?!”



“That was a great laser light show! I’d like to see it again.”



“It was a highlight of my 1-1/2 years here at Dornier. The party was amazing and there were so many moments that I’ll remember for quite a long time...”



DMT Europe's laser marketing plans

Interview by: Kelly Westermann

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 so-

cial media posts planned—before, during and after EAU. In addition, we sent a postcard to urologists announcing the highlights, published an ad in the biggest German Urologist 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! So, attendees were aware of our presence and that we had something special prepared for them...a virtual reality demonstration! The technology is exciting, and the demo is very effective - so we expected a good turnout and high attendance



Urologists lined up to experience what was a highlight of our booth, if not the entire show: the virtual reality presentation of the Advanced Mode™ for reduced retropulsion, or reduced stone movement. In the virtual reality demo, Advanced Mode is compared to regular mode. When a laser strikes a stone in the standard mode, you see, 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 received x orders for the Solvo 35 and x orders for the Medilas 140.

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Ingrid Einsiedler (left) and Brigitte Grad (right)

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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 experience our products for themselves, they feel that they “must have” our devices. Our plans include demonstrations by our Sales team and Application 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 Sales Partners. 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., **(is this the right order? Ingrid, please adjust)** the WCE, Challenges in Endourology, 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!

