



## **Cellnovo launches first Mobile Diabetes Management System at the ATTD Conference in Vienna, Austria, February 5-8**

### ***Real-time tracking - an industry first for insulin pump technology***

**Swansea, 5 February 2014** – Cellnovo, the leading innovator in Mobile Diabetes Management technology, today announces the UK launch of the Company's unique Diabetes Management System, the first of its kind with mobile connectivity able to provide immediate, wireless data updates, displaying real-time clinical information to patients, caregivers and healthcare professionals. Cellnovo is exhibiting and demonstrating the Cellnovo System at the international conference on Advanced Technologies and Treatment for Diabetes (ATTD) in Vienna, Austria from February 5-8.

The Cellnovo System will initially be rolled out to a group of participating centres throughout the UK as part of a phased launch that started in Wales at the end of 2013. It will subsequently be made available in a selection of leading centres in the Netherlands and France during H1 2014.

Eric A. Beard, Cellnovo Executive Chairman commented: *"The feedback we have received from patients and healthcare professionals during our extensive testing, trialing and local launch phases, has been excellent. Patients love the discreetness of the pump, its intuitive operation and the immediate availability of information. Healthcare professionals appreciate the benefits of a revolutionary system like ours, giving them access to true mobile health management tools. The UK launch is a significant milestone for the Company and we look forward to rolling out the product across Europe."*

The Cellnovo System is an innovative Mobile Diabetes Management System that comprises a wireless connected patch pump and a mobile touchscreen controller with an integrated blood glucose meter ("handset"). The proprietary software provides intuitive operation, internet connectivity and real-time tracking. It is the first device of its kind designed to allow patients the freedom to enjoy a full lifestyle with the comfort that they can closely monitor blood glucose levels, insulin use, activity and diet. The online data management system also displays real-time clinical information to healthcare professionals and caregivers.

Type 1 diabetes develops when the body is unable to produce insulin. The prevalence of diabetes has reached 371 million (8.3% of the world population)<sup>1</sup> and Type 1 diabetes accounts for 10 per cent of all adults with diabetes. Multiple daily insulin injections do not provide the continuous precise insulin delivery of an insulin pump, which most closely mirrors the release of insulin in someone without diabetes. Today, in Western Europe and North America only 20% of insulin dependent patients are on pumps.

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**Sources**

1. International Federation of Diabetes, 2012

**About Cellnovo**

Cellnovo, a UK-based medical device company, is a leading innovator in Mobile Diabetes Management technology. The Company's proprietary Diabetes Management System comprises a wireless connected patch pump, mobile touchscreen handset/controller with an integrated blood glucose meter and applications. This system provides intuitive operation, wireless Internet connectivity and real-time tracking, all industry firsts which represent a revolution for insulin pump technology. For further information, please visit [www.cellnovo.com](http://www.cellnovo.com).