



Media Alert

October 3, 2013

PHILIPS introduces the SimplyFlo Stationary Oxygen Concentrator, the World's Smallest and Lightest Stationary Concentrator and Member of the Right Fit Oxygen Product Portfolio

WHAT: Philips Respironics introduces the SimplyFlo 8.5 pound Stationary Oxygen Concentrator. The company integrated key insights and feedback from homecare providers and patients to design a small, lightweight, stationary oxygen concentrator for patients who may refuse therapy due to lifestyle disruptions associated with the size and weight of traditional stationary concentrators.

WHY: **A new solution for nocturnal patients**

Once again, Philips Respironics is bringing innovative solutions to homecare providers and their patients. With SimplyFlo, Philips has created the world's smallest and lightest stationary oxygen concentrator.

SimplyFlo represents a completely new option for nocturnal patients who may be refusing or resisting therapy because of the size, weight and lifestyle disruptions that can accompany the use of traditional concentrators.

Designed to enhance compliance

For many patients new to therapy who only require nocturnal treatment, the intimidating size, weight, and sound of a traditional oxygen concentrator can be factors in their rejection of therapy. Until SimplyFlo, there was not a significantly lighter, more transportable stationary concentrator designed to help nocturnal oxygen patients improve the adoption of therapy and enhance compliance.

INTERVIEWS & IMAGES:

Interviews are available with:
Eli Diacoplous, Director, Product Management, Philips Home Healthcare Solutions

Images are available upon request.

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