

**ASX ANNOUNCEMENT**



Wednesday, 5<sup>th</sup> November 2014

**dorsaVi appoints Chief Marketing Officer in US**

**Melbourne, Australia:** Wearable sensor medical device company dorsaVi Ltd (ASX. DVL) is pleased to announce the appointment of Mr Dave Wildermuth to the key executive position of Global Chief Marketing Officer (CMO) effective immediately.

This position will play a pivotal role in driving the global adoption of the dorsaVi technology for the clinical, professional sport and occupational health and safety markets.

Mr Wildermuth has more than 29 years of experience in medical device marketing, digital marketing and television. Most recently, he worked as a Senior Marketing director for Medtronic, the world's largest medical technology company, where he drove commercialization of many of the company's cardiac rhythm products and its remote device monitoring businesses. Mr Wildermuth has also worked in marketing at Yahoo, and was previously an award-winning television journalist.

dorsaVi CEO, Mr Andrew Ronchi said: "We welcome Dave's appointment to the role of CMO. His appointment comes at an important time for the company as we focus on driving an international presence of dorsaVi's three products. We had an overwhelming response to the position with excellent candidates applying from the US, UK/Europe and Australia/Asia and are pleased to attract such high caliber professionals to our company."

"I'm thrilled to be joining dorsaVi's leadership team and look forward to helping drive the commercialization of these very promising solutions worldwide. I think we have a significant opportunity to revolutionize how people objectively measure, monitor, and potentially change movement with the ultimate aim of keeping people healthier and reducing unnecessary health care costs."

"Dave has great knowledge of the US market and we are confident that together with our US President John Kowalczyk, we have a great team to create further opportunities and drive product adoption globally."

dorsaVi has also recently appointed Mr Matt May as Sales Director in Australia.

-ENDS-

For more information or to arrange an interview, please contact:

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## About dorsaVi

dorsaVi (ASX:DVL) is an ASX company focused on developing innovative motion analysis device technologies for use in clinical practice, elite sports, and occupational health and safety. dorsaVi believes its wearable sensor technology enables – for the first time – many aspects of detailed human movement and position to be accurately captured, quantified and analysed outside a biomechanics lab, in both real-time and real situations for up to 24 hours.

Our technology has applications across three sectors:

- **Clinical:** ViMove is transforming the management of patients by providing objective assessment, monitoring outside the clinic and immediate biofeedback. ViMove is currently used by medical and allied health practices in Australia, New Zealand and the United Kingdom and is now available in the United States following FDA 510K clearance.
- **Elite Sports:** ViPerform is allowing coaches and medical teams managing elite athletes and teams to screen athletes and provide objective evidence for decisions on return to play, measure biomechanics and provide immediate biofeedback out on the field, tailor and track training programs and optimise technique and peak performance. ViPerform is being used by AFL and NRL clubs in Australia, clubs in the Barclays Premier League, Australian and Victorian Institutes of Sport, Cricket Australia and various Olympic teams and athletes internationally.
- **OH&S:** We combine innovation, measurement and quality to reduce workplace incidents, costs, meet compliance and improve brand reputation. ViSafe enables employers to assess risk of injury for employees as well as test the effectiveness of proposed changes to workplace design, equipment or methods based on objective evidence. ViSafe has been used by major corporations including Coles, Woolworths, Toll, Toyota, Orora (formerly Amcor), Crown and BHP Billiton. Australian Workplace Compliance (AWC) delivers risk mitigation through compliance to OHS, Quality Management Systems, Company Policy and Process.

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