

## ASX ANNOUNCEMENT



8<sup>th</sup> July, 2014

### **ViPerform adoption expands in UK with signing of Sunderland Assoc. FC**

**Melbourne, Australia:** Medical device company dorsaVi Limited (ASX: DVL) has today announced Barclays Premier League team, Sunderland Association Football Club, has chosen to implement revolutionary wearable sensor technology ViPerform at the club for use with the first team players.

ViPerform is used to screen players, manage injury and evaluate readiness for return to play through hamstring, knee, lower back and running assessments.

ViPerform consists of wearable sensors that are placed on the body and provide immediate analysis by recording and sending information on player movement and muscle activity to a PC, tablet or small recording device for on field feedback.

dorsaVi CEO Andrew Ronchi said he was encouraged with the growing awareness in the UK of ViPerform and the Company's clinical device, ViMove. The signing of Sunderland follows the establishment of a highly experienced sales team in the UK/Europe.

"We recently recruited several high calibre sales professionals in the UK who are driving the awareness of ViPerform. It is exciting that such experienced professionals with clinical and elite sporting experience have chosen to join dorsaVi and that these appointments are already paying off through the rapid adoption of our technology" said Mr Ronchi.

"We are also pleased to see awareness of our health professional product ViMove growing as a result of the high profile adoption by elite sports clubs in the UK."

There are now 17 devices across 9 sites in Europe including 3 EPL clubs. Due to the positive response to our product offering we are planning to accelerate our entry into Germany.

-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 elite sports, occupational health and safety, and clinical applications. 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 assessed outside a biomechanics lab, in both real-time and real situations for up to 24 hours.

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Our technology has applications across three sectors:

- **Clinical:** ViMove is transforming the management of patients who are suffering from back pain and musculoskeletal conditions by providing objective assessment, monitoring outside the clinic and immediate biofeedback. ViMove is currently used by medical and physiotherapy practices in Australia and the United Kingdom.
- **Elite Sports:** ViPerform is allowing coaches and medical teams managing elite athletes and teams to screen and assess risk of soft tissue injury, take preventative action, optimise technique as well as effectively rehabilitate athletes prior to return to sport. ViPerform is being used by AFL and NRL clubs in Australia, clubs in the Barclays Premier League, Australian and Victorian Institutes of Sport, various Olympic teams and athletes internationally, and Cricket Australia.
- **OH&S:** ViSafe is enabling employers to assess risk of injury for employees as well as 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.

Further information is available at [www.dorsavi.com](http://www.dorsavi.com).