



## Contact

Walter Galler  
[w.galler@e-zassi.com](mailto:w.galler@e-zassi.com)  
866-474-6328

### **Zassi Medical Evolutions Launches New Online Company That Uses “Business DNA” To Deliver Advanced Discovery, Collaboration, And Business Intelligence Tools To The Medical Device Industry.**

**FERNANDINA BEACH, Florida, January 13, 2009** - Zassi Medical Evolutions®, a privately held organization with a 12 year history of innovation and development, today announced the launch of e-Zassi™ an online community dedicated to delivering powerful efficiencies to the medical device industry by streamlining diligence, collaboration and discovery of new medical technologies and industry participants with an exclusive array of intelligent Web-based applications.

In development for several years, e-Zassi.com has been designed to extract critical technical and business related traits and attributes from technologies, organizations and individuals within the medical device-specific community. This “business DNA” can then be leveraged to increase search/match relevancy and materially enhance success rates and lower costs.

e-Zassi’s proprietary Deep DNA (Device Network Attributes) profiling technology captures in-depth and highly relevant search criteria on the proficiencies, preferences and targeted areas for development of individuals and organizations. The company believes that allowing members to leverage these vital attributes to enable collaboration in the medical device sector will lower costs and create efficiencies; as these capabilities are not typically identified or utilized by existing broad, traditional business networks or search engines.

Available by subscription, e-Zassi members will have 24/7 access to a variety of modules including the world's first Innovation Assessment software platform. This platform allows members to deeply analyze and profile medical technologies via a simple to use question and answer process. Impressively, the program utilizes no confidential information to generate powerful development and commercially related outputs that are critical to activities such as:

- Technology Transfer
- Business Development,
- Market and Commercial Analysis
- Due Diligence
- Intellectual Property and Patent Development
- Product Development and Financial Planning

The company recognizes the value provided by the ability to gain insights earlier in the innovation, development and financing decision process of a new product or technology. Knowledge in areas such as its clinical, regulatory, reimbursement, market, manufacturing, distribution and sales requirements are critical in helping to ensure successful development and commercialization. The e-Zassi system delivers this decision support knowledge in minutes providing exceptional value to innovators, device manufacturers, service providers, venture capital firms , researchers and healthcare providers as they diligence, develop, fund or provide services for medical technologies.

“The \$250B global medical device industry invests more than \$40B annually in new product innovation and development alone. As such, it requires rapid decision making, comprehensive planning and increased efficiency in terms of technology due diligence, business networking and strategic partnering. As veterans from the medical device space ourselves, we know traditional connectivity methods such as conventions, magazine advertising, and even the use of broad, non-medical device online networking sites are not really cost effective and do not address the very specific technical and business

requirements of our industry. We knew it was time to combine the latest in Cloud Computing technology with our powerful new DNA based assessment and collaboration software platforms to create a vertical search engine dedicated to our specific device industry as existing general search engines are becoming flooded with too much noise.” states Peter M. von Dyck, e-Zassi’s Founder and Chief Executive Officer.

**e-Zassi.com** ([www.e-zassi.com](http://www.e-zassi.com)) is the medical device industry’s first subscription-based, integrated decision support software system, business network and technology marketplace. This exclusive solution uses proprietary Device Network Attribute (DNA) powered logic so users “*digitize*” their skills, industry objectives, and technologies and aggregate them into a market-specific repository of searchable data points.

. e-Zassi.com was spun off from Zassi Medical Evolutions<sup>®</sup>, a privately held company with more than a decade of success in innovation and development in medical devices.

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Special Charter Memberships are available now for a limited time. For more information regarding e-Zassi or to sign up to join the community please visit [www.e-zassi.com](http://www.e-zassi.com) or call (866) 474-6328.