

# Suzuken Company Limited

## Press Release

### **Suzuken to Launch the Kenz Activity Monitor; Lifecorder EX in Overseas Markets**

Lifecorder EX—the New Gold Standard in Activity Monitors

Suzuken Co., Ltd., Japan's leading healthcare services company, recently announced that it would launch sales of the Kenz Lifecorder EX activity monitor and physical activity analysis software (PAAS) beginning June 1 in the U.S. and Europe Union. The products provide support for improving the lifestyles of users (patients) participating in weight management programs, medical fitness and rehabilitation, and sports medicine treatment.

#### **Features of the Lifecorder EX**

The Lifecorder EX is a device similar to a pedometer, but whereas normal pedometers calculate calories burned based only on the number of steps taken, the Lifecorder EX is equipped with an accelerometer which measures the intensity and time spent on physical activity that is moderate to more intense. It is recommended by the new U.S. health guidelines that people spend 30 minutes a day on this kind of activity. The Lifecorder EX detects and measures physical activity intensity in 10 different levels throughout the user's normal daily routine. It records the user's normal daily activity in terms of the intensity of physical activity, the amount of energy consumed and step counts, and displays seven days' worth of recordings on the display panel. (It has a capacity of 200 days' - memory.) Thanks to these functions, trainers and educators are able to objectively assess a patient's physical activity and accordingly provide appropriate instruction.

- The separately sold physical activity analysis software can be installed on a computer to upload data from the Lifecorder EX. The software graphs the uploaded data for analyzing the user's day-to-day physical activity and enables reports to be easily prepared for the time periods designated.

- All that is needed is for the user to enter his or her gender, age, height and weight as well as the date and time just once. Then, the user attaches the device to the hip and goes about his or her daily life. On the computer, the number of calories eaten by the person can be compared with the amount of calories burned that day, so in just one glance it can be determined if the person needs to exercise more or eat less if the amount of calories taken in is greater than the amount of calories consumed. Changes or improvements in physical activity in units of days, weeks or months can be confirmed visually, and this can be expected to help with psychological behavioral changes in the form of raising the consciousness and awareness of the patient.

### **Background in the U.S.**

- According to the 1999-2000 National Health and Nutrition Examination Survey, in the U.S., 64.5% of adults over the age 20 are overweight, 30.5% are obese and 4.7% are severely obese. Obesity is the second leading cause of preventable death in the U.S.
- Medical policies to alleviate this problem through the health care system, managed care and disease management have not generated tangible results, and the economic losses associated with diseases engendered by obesity are increasing internationally as well.
- Government budgets are growing for research and campaigns to increase physical activity and exercise for the general public and children, because obesity is more prevalent as the amount of physical activity and exercise declines.
- The awareness level of well-educated, upper-middle class baby boomers is high with respect to anti-aging and health maintenance, so currently in the U.S. and Europe, the market for pedometers is growing rapidly.
- 10,000 step meters, which originated in Japan, have become a global trend.

### **About Suzuken Co., Ltd.**

Suzuken reported sales of ¥1.33 trillion for the year ended March 2005. It is Japan's leading company in the development of healthcare businesses, including medical device manufacturing, ethical drug wholesaling, and pharmaceutical manufacturing. The company's medical device manufacturing business sells electrocardiographs, blood pressure monitors, stethoscopes and activity monitors under the Kenz brand. The Lifecorder EX has been recognized for its high precision primarily in the area of physical activity research and was featured in the Wall Street Journal as the step counter with the highest precision among the ten major pedometers on the market in U.S.

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