



FOR IMMEDIATE RELEASE

“Phrazer™ Honored Alongside Apple iPad, Chevrolet Volt as a 2011 Best New Product”

GeaCom's multilingual medical communication system wins Gold in 2011 Edison Awards

New York, April 6, 2011 – Phrazer™ was honored with a Gold award in the internationally renowned Edison Best New Product Awards™ competition last night. The Edison Awards is a yearly competition honoring innovation and excellence in the development, marketing and launch of new products. Phrazer, a multilingual medical communication system developed by GeaCom, received the Gold Medal in the “Handheld or Miniaturized Devices” segment of the Science & Medical category.

“Winners in other categories include products from Apple, Microsoft and GE. We are thrilled that GeaCom is being recognized alongside these major corporations,” said GeaCom Founder/CEO Mat Johnson. “Winning the Edison Best New Product Award is truly an affirmation of Phrazer’s potential to reduce communication barriers and improve access to quality healthcare globally.”

The first system of its kind in the world, Phrazer enables the collection and delivery of critical information between patients and caregivers, regardless of language, culture or literacy. The handheld touch screen device identifies what language a patient speaks and then collects his/her information, medical history, symptoms and complaints. This is performed using interactive, prerecorded videos of a culturally familiar doctor speaking the patient’s preferred language. The patient-entered information is then summarized into the caregiver’s language and can be accessed on the device or through the facility’s EHR system.

The distinguished Edison Best New Product Awards symbolize the persistence and excellence personified by Thomas Alva Edison and recognize companies at the forefront of innovation. Nominees were judged by nearly 2,000 members of the Marketing Executives Networking Group (MENG), a nonprofit organization comprised of the nation’s leading marketing professionals and academics. The winners were announced on April 5 at the Edison Award gala held in New York City.

“More than any year, this year's award winners demonstrate the enormous value of teamwork, experimentation, consumer focus and market awareness,” said Tom Stat, Executive Director, Edison Universe. “I’m especially pleased that so many of our 2011 award winners are innovating around innovation itself by focusing on education, market collaboration and open innovation. These honored award winners show that by stimulating our natural curiosity, fueling our drive for discovery and sparking our need to innovate, no challenge is too big and opportunities abound. Edison himself would be very, very proud.”

For more information about the Edison Awards winners, please visit www.edisonawards.com. More information about GeaCom and Phrazer can be found at www.myphrazer.com.

About GeaCom, Inc.

GeaCom, Inc. was founded in 2007 to develop and manufacture the Phrazer™ system. Phrazer™ is a handheld, interactive, multilingual medical communication system that enables the collection and delivery of critical information between patients and caregivers, regardless of language, culture or literacy. A company based in Duluth, MN, GeaCom is dedicated to reducing communication barriers and increasing access to quality healthcare through the development of innovative technology. For more information about GeaCom and Phrazer™, please visit www.myphrazer.com.

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