



FOR IMMEDIATE RELEASE

Rivanna Medical
press release
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Rivanna Medical Launches International Expansion in the Middle East with Easy-to-use, Automated Ultrasound

With the rapid adoption of ultrasound in regional anesthesia—and the efficacy of ultrasound-guided spinal anesthesia clinically proven—how long until providers adopt ultrasound in spinal anesthesia as standard of care?

CHARLOTTESVILLE, Virginia, May 12, 2016—Within months of announcing their new device, **Rivanna Medical** launches international expansion in the Middle East with **Accuro™**—the world’s first ultrasound-based system designed specifically to help apply spinal and epidural anesthesia with automated 3D navigation of the lumbar spine. The handheld **Accuro** removes the uncertainty of blind-needle guidance with easy-to-interpret, precise identification of epidural location, depth, and trajectory.

“We have worked quickly to establish strategic, international distribution partnerships with local leaders such as Techno Orbits and Atlas Medical,” says **Rivanna Medical** Chairman and CEO Will Mauldin. “These partnerships in Saudi Arabia and the United Arab Emirates, respectively, demonstrate the far-reaching significance and opportunity of our easy-to-use **Accuro** device. The Middle East expansion, combined with the level of regional market adoption we have seen for **Accuro**, is a strong indication of **Rivanna Medical’s** continued success on all fronts.”

Rivanna Medical has seen exponential growth since its inception in Charlottesville, Virginia six years ago. Will Mauldin, then a Ph.D. candidate at the University of Virginia, partnered with fellow Ph.D. candidate, and current **Rivanna Medical** co-founder and VP of Engineering, Kevin Owen, to overhaul the efficiency of bone imaging using ultrasound.

“If we can increase the efficiency of epidural and spinal anesthesia with fewer needle sticks, while reducing complications and costs,” says Will Mauldin “then this is clearly an improvement for both the anesthesia community and the patient.”

ABOUT ACCURO

For anesthesia providers, the affordable, hand-held, and untethered **Accuro**, by **Rivanna Medical**, removes the uncertainty of blind-needle guidance. Unlike conventional ultrasound technologies, **Accuro** is the world’s first ultrasound-based system specifically designed to help you apply spinal and epidural anesthesia with automated 3D navigation of the lumbar spine identifying epidural location, depth, and trajectory. **Accuro’s** easy-to-use, innovative technology will improve the efficacy of ultrasound-guided spinal anesthesia helping avoid complications and advance patient outcomes. Certainty can be effortless.

ABOUT RIVANNA MEDICAL

Rivanna Medical, located in Charlottesville, Virginia, is an innovative medical-device company that imagined, engineered, and commercialized the **Accuro**, the world’s first ultrasound-based system specifically designed to help you apply spinal and epidural anesthesia with automated 3D navigation of the lumbar spine identifying epidural location, depth, and trajectory. This proprietary and versatile imaging device is FDA 510(k)-cleared for spinal anesthesia guidance and a variety of additional imaging applications, such as diagnostic imaging of musculoskeletal and abdominal anatomies.