

## PRESS RELEASE

ASSIST Creative resources Ltd

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### Oregon Scientific Talking Blood Pressure Monitor



Blood pressure is one of those things we've all heard about but few actually know what it is – and why having a high reading is detrimental to health.

An acceptable healthy, normal blood pressure reading is 120/80, while a high blood pressure reading is generally regarded as anything over 140/90 (also known as hypertension).

Although recording a high blood pressure reading poses no immediate health risk, the long-term effects can be serious, particularly with regards to coronary heart disease or risk of strokes.

Having a reliable, portable and user-friendly device to tell you exactly what your blood pressure is is vital – especially one that can communicate the results to you.

The Oregon BPW810 does exactly that: it's talking feature removes the guesswork from interpreting blood pressure measurements.

Taking regular blood pressure readings using Oregon Scientific's BWP80 digital monitor not only enables you to check your heart health but also the effects of regular exercise on your overall well being.

The Oregon BPW810 is one of a select group of wrist blood pressure monitors which carries 3 clinical validations from the British Hypertension Society, the European Society of Hypertension and the USA Association for the Advancement of Medical Instrumentation.

And with its 'talking' readout, it's particularly useful for the blind or visually impaired for whom reading small, digital readouts is either impossible or extremely difficult.

But what is blood pressure and why should measuring it be important? Blood is carried from the heart around your body in vessels called arteries. Your blood pressure is the force of the blood pushing against the walls of these arteries. Every time the heart beats (roughly 60-70 times a minute, although for elite athletes this figure can be as low as 30), it pumps out blood into the arteries.

Your blood pressure is at its highest as the heart beats, pumping the blood around the body: this is called the Systolic pressure. When the heart is at rest, between beats, your blood pressure falls: this is known as the Diastolic pressure.

Blood pressure fluctuates during the day. It is at its lowest when you sleep and rises when you get up. It can also rise when you are excited, nervous, anxious or active. For most of the day, your blood pressure stays pretty much the same particularly when you are sitting or standing still.

Anything that lowers blood pressure in turn reduces the workload of the heart. Research indicates that regular exercise will contribute to the lowering of blood pressure. In addition studies show that regular activity helps to maintain the elasticity of the blood vessels as one goes through the stages of the aging process.

In fact, regular physical activity teaches the body to effectively distribute blood to the working muscles throughout the period of exercise encouraging blood flow to where the body needs it. In other words, exercise is good! A study in Germany found that long-term aerobic exercise controls high blood pressure as effectively as anti-hypertensive drugs.

With regular activity there will be an adaptation that increases the blood flow throughout the body that enhances the performance of both the heart and skeletal system. These changes serve to lower the heart rate and blood pressure during physical activity, in turn reducing the stress placed on the body.

Having a device that can accurately determine your blood pressure – and communicate it to you effectively and easily – is vital. The Oregon BPW810 is the perfect solution.

#### **Product Information**

This product uses the Oscillometric measuring method to detect your blood pressure. Before every measurement, the unit establishes a zero pressure equivalent to the air pressure. Then it starts inflating the wrist cuff to 180mmHg or higher until it senses that it has blocked your blood in the artery. After that, the deflation process starts, during which time the unit detects pressure oscillations generated by beat-to-beat pulsatile, which is used to determine the systolic, mean and diastolic pressure, and also your pulse rate. Any motion during this period will result in an incorrect measurement. After all readings are determined and displayed on the LCD, the measurement is finished and the wrist cuff automatically deflates. The talking feature clearly announces blood pressure readings with comparison to World Health Organisation (WHO) guidelines and gives the user a summary of their results and recommendations of what action should be taken. Talking feature can be turned off.

#### **Key Features:**

- Wrist-mounted blood pressure monitor measures:
  - Systolic and diastolic blood pressure
  - Mean arterial pressure (MAP)
  - Mean pulse rate
- Easy-touch measurement with automatic pressure release valve system
- Easy to read LCD display
- Allows historical recording for two users
- 30 memory sets per user with day and time stamp
- 12/24 hour clock with month/date display
- Automatically powers off
- Systolic and diastolic blood pressure, MAP range: 30 to 280mmHg
- Pulse rate range: 30 to 280 pulse/min
- British Hypertension Society validated
- European Society of Hypertension validated
- Passes USA Association for the Advancement of Medical Instrumentation criteria

**SRP:** £49.99 (inc VAT)

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**For more information about this press release**, please contact the media division:

Tel: 01978 664743

[media.centre@assist.co.uk](mailto:media.centre@assist.co.uk)

**For additional Oregon product information: [www.assist.co.uk/brands/oregon-scientific](http://www.assist.co.uk/brands/oregon-scientific)**

**Oregon Sport & Active helpline: 0845 838 5302**

**Oregon Sport products are available online at [www.fitnessmonitors.com](http://www.fitnessmonitors.com) [www.josmarc.com](http://www.josmarc.com)**

**About sportASSIST**

The fitness and sports technology distribution division of ASSIST creative resources Ltd, sportASSIST, specialises in products that enable the consumer to get the most out of their sport and fitness training. Distribution of quality market leading technology that is highly innovative and easy to use is at the heart of sportASSIST's strategy. Building on ASSIST's established credentials as a leading distributor of ground breaking technical products, sportASSIST offers a complete UK & Ireland sporting goods and outdoor equipment distribution service, including field sales, technical support, servicing & repair, marketing support, media management and product testing & research development services. The company's integration of these wide-ranging capabilities assures its position as an innovator in technical sports product sales, marketing and product research systems. sportASSIST is a leader in sports technology distribution and much of its success is due to it being highly integrated into the manufacturers operations, enabling ASSIST to build long term partnerships with its key brand partners.

ASSIST's current brand partners are: Timex Ironman, Timex sports & fitness measurement, Shotz sports nutrition, PowerLung respiratory trainers, Oregon Sports, Tanita professional & consumer body fat analyser scales, Cardiosport heart rate monitors, Harpenden skinfold callipers, Omron blood pressure monitors & pedometers. With more sports brands teaming up with ASSIST on a regular basis, due to a growing reputation for strong sales generating philosophies.

ASSIST creative resources Ltd was founded in 1992, incorporated in 1997, and today operates a global business, representing 20 plus international brands in the UK & European markets. ASSIST creative resources Ltd operates through seven highly focused and specialised divisions to deliver its unique sales distribution services for its brand partners.