



The *Pillcam* Platform
Clear. Simple. Conclusive.

Given Imaging is a world leader in developing and marketing patient-friendly GI medical devices. More than 1,200,000 patients have benefited from PillCam® capsule endoscopy, the leading non-invasive solution for visualizing and detecting disorders of the GI tract. More than 5,000 participating centers worldwide offer patients convenient access to PillCam capsule endoscopy.

Given Imaging pioneered capsule endoscopy, revolutionizing patient diagnosis and monitoring. The company delivers continuous innovation driven by extensive clinical experience, as evidenced by more than 1,400 peer-reviewed articles. The PillCam Platform is the world leader in capsule endoscopy, improving the standard of care and quality of life for patients.

Why Physicians Choose Given Imaging

- Given Imaging gives physicians access to the largest portfolio of capsule solutions for detecting disorders of the GI tract.
- Physicians can confidently visualize a broad range of GI diseases with Given Imaging's comprehensive solutions.
- Health care providers can maximize workflow productivity with flexible integration options.
- Health care professionals receive personalized consultation, training, and education through the GI 360° full-circle customer support program.

Patient-Friendly PillCam® Procedure

Given Imaging has simplified the PillCam capsule endoscopy procedure, making it easier and more time-efficient for health care professionals while providing a more convenient and comfortable patient experience.



1 | Prepare Patient

The health care professional prepares the DataRecorder and positions the SensorBelt and RecorderPouch on the patient.



2 | Ingest Capsule

The PillCam video capsule is easily ingested by the patient and moves naturally through the digestive system. No sedation is required.



3 | Record Data

Images are acquired as the capsule passes through the digestive system. A portable DataRecorder receives images from the capsule via the sensors.



4 | Analyze Results

Video data on the DataRecorder are downloaded and processed by RAPID® software. The physician reviews the video and generates a clinical report that can be printed, stored electronically, or sent to referring physicians.

PillCam® Capsule Endoscopy



PillCam ESO 2

PillCam ESO 2 provides a time-efficient and patient-friendly method for visualization of the esophagus.



Normal Z-line



Esophageal Varices



Esophagitis



Barrett's Esophagus



PillCam SB 2

PillCam SB 2 is an accurate, patient-friendly tool for visualization of small bowel abnormalities. PillCam SB 2 captures the broadest mucosal area per image with the widest field of view.



Normal Villi



Crohn's Disease



Bleeding



Tumor



PillCam COLON 2

Breakthrough technology offered in PillCam COLON 2 enables a smarter approach to colon capsule endoscopy and a patient-friendly option for visualization of the colon.



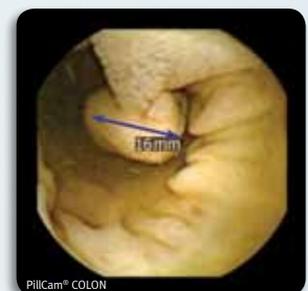
Polyp



Polyp



Polyp



Polyp Size Estimation

CLEAR | Superior Visualization

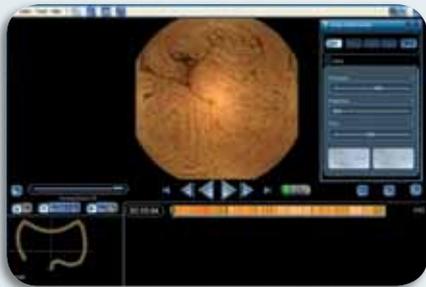
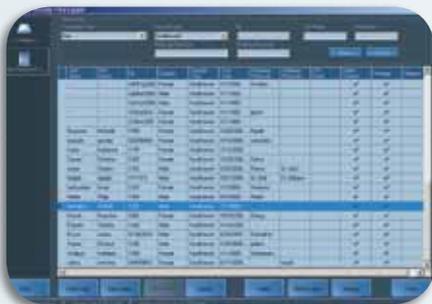


Image Adjustment with FICE

RAPID software enhancements, combined with next generation PillCam capsule technology, provide the physician with an unparalleled reading experience utilizing user-friendly features that maximize reading efficiency and facilitate diagnostic interpretation and patient management.

- **Automatic Viewing Mode** smooths diagnostic review, letting the reader focus on images that show change. It is qualified as a primary diagnostic viewing mode and is set as the default in RAPID software.
- **QuickView** highlights images that may be of interest in the video stream, providing fast previewing and landmarking.
- **Multiple Viewing Modes** for reading, including QuadView and the new Mosaic View, enable the reader to customize the reviewing experience.
- **Image Adjustment Tools**, now including FICE, enable customization of the viewing experience to match user preference and enhance visualization.

SIMPLE | Maximum Workflow Productivity



Study Manager

The RAPID Software Suite simplifies and expedites the performance of PillCam procedures and the management of PillCam studies. RAPID features enable users to conveniently perform study initiation and video creation in flexible ways that best fit their workflow.

- **Study Manager** allows the user to conveniently find, open, organize, and export entire RAPID studies or individual files.
- **Enhanced Patient Check-in** screens ensure quick and accurate entry of patient information.
- **Video compilation options** enable users to customize their workflow to meet the needs of their specific practice.
- **Reporting Tools** assist the user in final review and documentation of the study findings.
- **Help Center** facilitates learning of CE procedure and the RAPID software with quick reference and step-by-step demonstrations.

CLEAR. CONCLUSIVE.



The RAPID Software Suite, consisting of the RAPID Reader, includes solutions for every aspect of efficient management of PillCam capsules, from review and analysis, through reporting. This demonstrates Given Imaging's commitment to innovative innovation while providing the best care for patients through our thousands of physicians.

The key new features of RAPID v7 include:

Expanded Compatibility

- Compatibility with PillCam ESO, PillCam SB, and PillCam GL procedures
- Compatible with 32- and 64-bit operating systems, including Windows Vista and Windows XP
- Support for widescreen monitors and multiple monitors

Improved Usability

- Enhanced main screen including new navigation screen where frequently used features are easily accessible
- One-click activation of Image Adjustment Mode, Sharpness, Brightness
- Enhanced Study Management features including support and customizable appearance

Enhanced Reading and Reporting

- Polyp Size Estimation research tool to assist clinicians in estimating the size of polyps
- Advanced reporting features including support for electronic signature and PDF export

Software Suite

**SIMPLE.
CONNECTED.**



g of RAPID, RAPID Access, and RAPID
capsule endoscopy workflow enabling
capsule endoscopy studies from creation,
reporting. The latest version, RAPID v7,
commitment to continuous, market-respon-
sive benefits of capsule endoscopy to pa-
tient partners worldwide.

include:

PillCam SB and PillCam COLON

operating systems including Windows 7,

and multiple screen resolutions

new function bar at the top of the
software icons can be easily accessed
diagnostic Tools including FICE, Blue

features including multi-study operation
and convenience

using a graphic interface to aid
in identifying polyps
the multi-language spellcheck
for capsule endoscopy reports

CONCLUSIVE | Validated Diagnostic Confidence



Progress Indicator

The RAPID Software Suite incorporates a variety of tools and features that enable physicians to confidently diagnose disorders of the gastrointestinal tract as validated by more than 1,400 peer-reviewed publications.

- **PillCam Locator Tools** enhance the diagnostic value of the study by providing location reference data. These tools include the new PillCam Progress Indicator, Localization, Colon Track and Color Bar.
- **RAPID Atlas** increases diagnostic confidence by enabling side-by-side comparison of case images to validated reference images.
- **Polyp Size Estimation** research tool uses a graphic interface to aid clinicians in estimating the size of polyps in the colon.

CONNECTED | Flexible Integration Solutions



Connect to Your Existing IT Infrastructure

RAPID Access, in combination with RAPID Reader, provides exceptional workflow flexibility that can be customized to best suit the facility's needs.

- **Reduce data entry errors** and increase patient health information security by importing patient demographic data from the medical information system into the Patient Check-in screen.
- **Provide ready access** to PillCam study results by exporting procedure reports and images to electronic medical record systems.
- **Increase data security and access** by utilizing facility network resources in conjunction with RAPID software.
- **PillCam studies** can be conducted and read in different locations, increasing convenience for the patient and flexibility for the physician.

DataRecorder 3



DataRecorder 3, the latest hardware advancement for the PillCam Platform, features intelligent tools that enable outstanding control and management of PillCam capsule endoscopy procedures. DataRecorder 3 can be used for PillCam ESO, PillCam SB, and PillCam COLON procedures, providing maximum workflow flexibility for capsule endoscopy programs. The key features of DataRecorder 3 include:

Bi-directional Communication

Bi-directional communication with the capsule enables management of capsule's Adaptive Frame Rate (AFR) and power consumption. AFR adjusts the image capture rate from 4 fps to 35 fps, based on capsule movement, enabling creation of a smooth and continuous video.



Real-time View

PillCam images from the procedures can be displayed in real-time directly on the color LED display. The display also provides all additional details necessary to manage the procedure.

Active Reminders

Active reminders for the patient are displayed and then acknowledged by the patient to ensure compliance with physician instructions throughout the procedure.

PillCam Platform Accessories



SensorBelt

Now available for both DataRecorder 3 and DataRecorder 2, this comfortable belt is worn around the patient's waist and replaces the SensorArray for PillCam SB studies. Benefits include:

- Easier and more convenient procedure for the clinician
- Saves up to 25 minutes of staff time per procedure*
- Eliminates the need for sensor sleeves, reducing both prep and maintenance time
- Lightweight belt and pouch are worn over clothing
- Eliminates need for shaving or skin preparation and the uncomfortable adhesive sleeves and suspenders



RAPID Real-Time v7

RAPID Real-time v7 is a dedicated handheld device that enables real-time viewing during a PillCam procedure. Real-time viewing of PillCam procedures is helpful for confirmation of PillCam capsule progress to enhance patient management and satisfaction with the CE procedure. RAPID Real-time v7 supports PillCam ESO, PillCam SB, and PillCam COLON procedures.

*Based on survey results obtained from 50 experienced capsule endoscopy nurses at SGNA 2009 in St. Louis, Missouri.

Agile™ Patency System

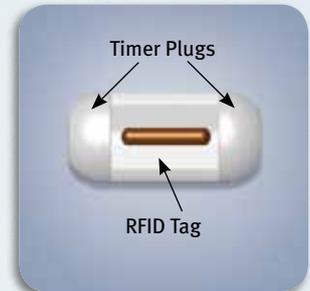


Agile Patency Capsule

The Agile patency capsule provides a simple and convenient means to verify functional patency of the GI tract in patients with known or suspected strictures prior to administration of the PillCam SB or PillCam ESO capsule endoscope.

Capsule Components

- Dissolvable and biodegradable
- Lactose body with 10% barium enables fluoroscopy visualization
- Contains Radio Frequency Identification (RFID) tag to determine capsule location
- Timer plugs facilitate controlled disintegration of capsule body



Agile Capsule

Clinical Application

The Agile GI patency test can indicate functional patency even in cases where traditional radiology indicates stricture. Functional patency is defined as flexible strictures that an imaging capsule may safely pass, rather than rigid, fibrotic strictures.



X-ray identifies stricture



PillCam SB 2 capsule endoscopy findings after Agile patency capsule confirms functional patency

Radiographic evidence is not always an accurate predictor of functional patency when strictures are identified.

PillCam® Express™ Video Capsule Delivery Device

PillCam Express is an easy-to-use option for patients who are unable to ingest the capsule or who have slow gastric emptying times.

- PillCam Express offers an easy-to-use option for capsule placement in patients who are unable to ingest the capsule or who have slow gastric emptying times.
- Specifically designed to work with the current generation of PillCam SB 2 video capsules, ensuring that the capsule will not be scratched or damaged.
- Ensures no damage to the working channel of the endoscope, protecting your investment in your endoscopic equipment.
- The single-use, quick-locking mechanism safely secures the capsule holder to the catheter.
- The capsule holder is transparent, enabling visualization of capsule deployment through the endoscope.
- Conveniently packaged to facilitate procedure set-up and workflow.





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