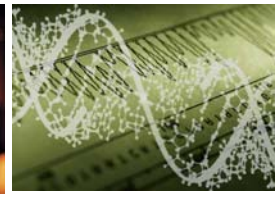
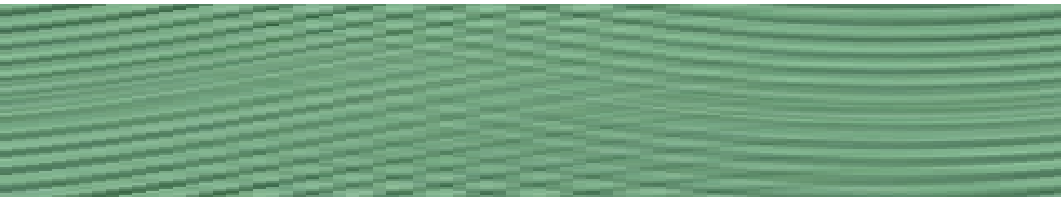


Continuous Glucose Monitors

The Current Generation and Beyond



Report Prospectus



Applied Data Research

Glucose monitoring is a substantial and rapidly growing market that is evolving dynamically on several levels as technology, healthcare, and socioeconomic developments converge

Advances in sensing and signal processing are enabling new and innovative monitor designs

Because they can provide readings continually, implantable monitors are expected to improve patient compliance, reduce diabetes-related complications and enhance the quality of life for millions of diabetes patients

The self-testing market for blood glucose will continue to expand due to the aging of the population in most developed countries, new criteria for the diagnosis of diabetes that emphasizes lower glucose thresholds and expansion of technologies into emerging market populations

Applied Data Research is pleased to announce the publication of a new market study. **Continuous Glucose Monitors: the Current Generation and Beyond** is a comprehensive evaluation and analysis of the technology and product development programs that are expected to change the way millions of diabetic patients monitor blood glucose levels in the course of their daily self-treatment. The report documents the results of a just-completed survey that examines the impact of evolving sensing technologies, signal processing advances and user-focused product designs on implantable glucose monitors.

Published in January (2007), the report has been designed and developed to provide pharmaceutical company decision makers, enabling technology providers, device designers, and industry strategists with a detailed understanding of the expanding role and influence of implantable glucose monitors on diabetes care markets and healthcare treatment outcomes. Provider organization business managers, healthcare administrators and investors will also benefit from this publication.

Technology Advances and Diabetes Management

The convergence of small-scale electronics and sophisticated biocompatible product designs is giving hope for a better future to millions of diabetes patients worldwide. Glucose monitors that are designed to be implanted and can continually measure glucose levels have the capability to improve glycemic control and patient wellbeing. By integrating the sensing element, electronics, and a power source in a single package, implantable monitors are creating new options for caregivers and their diabetes patients.

Signal processing improvements - include improved signal-to-noise ratios and interference filtering - will continue to be critical to the commercialization prospects of implantable monitors. While the potential is substantial, for most participants the road to commercialization will contain numerous speed bumps and delays that will strain capitalization requirements and investor patience. Successful players will be those that realize the value of partnerships and strategic alliances.

Executive Summary

Diabetes Management Market Overview

- Diabetes Economics
- Monitoring Glucose Levels
- Key Factors in Patient Compliance
- Market Drivers
- Industry Alignment and Competitive Landscape

Glucose Measurement Technologies – Risk & Opportunity Assessment

- Electrochemical
- Hydrogels
- Membranes
- Optical
- Photoacoustic
- Viscosity
- Important Research Programs

Technology Factors and their Commercial Impact

- Calibration
- Accuracy/Precision
- Sensor Life
- Sensitivity
- Sensor Technology & Signal Processing Advances

Factors Driving Monitor Design

- Durability/Reliability
- Data Collection & Display
- Measurement Frequency
- Sensor Insertion
- Patient/User Interface
- Wireless Range
- Monitor-Insulin Pump Integration

Market Factors

- Medical Device Approval
 - Clinical Trials
 - Standards, Regulations and Guidance
- Patient/Consumer Sentiment
- Design Partnerships
- Diabetes Population Demographics

FDA-Approved Implantable Glucose Monitors

- DexCom STS (DexCom)
- Guardian RT (Medtronic)
- Paradigm (Medtronic)

Development-Stage Implantable Monitors

Device Profiles & Commercialization Prospects

- IGLUS (Sensile Medical)
- Navigator (Abbott)
- Lifescan CGM (Lifescan/J&J)
- Sencell (Lifecare AS)
- GlucoTector (Sangui Biotech)
- (Unbranded) Sensors for Medicine and Science
- (Unbranded) Synthetic Blood International
- (Unbranded) VeriChip

Implantable Glucose Monitors – Company Profiles

- Abbott
- DexCom
- Medtronic Minimed
- Lifecare AS
- Lifescan/J&J
- Sangui Biotech
- Sensile Medical AG
- Sensors for Medicine and Science
- Synthetic Blood International
- VeriChip/Digital Angel

Market Data

The study presents qualitative and quantitative data and information on key market measures and benchmarks:

- Diabetes Market Dynamics & Sensitivities
- Approved Product Market Analysis
- Development-stage Monitor Assessment
- Comparative Technology Assessment
- Commercialization Strategies
- Implantable Monitor Design Factors
- Third-party Stakeholders
- Market Participant Profiles
- Device-Pharma Alliance Activity
- Competitive Risks
- Proprietary Technology
- Emerging Technologies
- Technology Risk Factors
- Regulatory Risk Factors

Forecasts and projections cover the period from 2007 to 2010.

Methodology

Research methodology is based on primary research in the form of in-depth interviews with key market participants, technology developers, supply chain participants, industry experts, and market influencers, a list that includes regulatory officials, industry trade groups, and standards organizations.

Primary data is evaluated and normalized against secondary sources including trade journal articles, technical literature, industry publications, company data sheets and published information, and statistical data from government agencies and trade associations.

Forecasts and projections of market demand and future market activity are derived using standard modeling and statistical techniques.

Feature Summary

- Analyzes and evaluates continuous implantable glucose sensing and monitoring technologies and assesses the market potential for existing and probable future products
- Examines implantable glucose monitor design issues and evolving market factors
- Provides detailed status of implantable glucose monitors currently in development
- Forecasts the impact of glucose sensing technology and devices on diabetes management markets and projects probable future developments
- Profiles market participants, their technology, product development activity, and business strategies
- Evaluates the impact of economic, technology, and regulatory factors on the commercial potential of implantable glucose monitors

Report Format and Availability

This report is available in hard copy or electronic format. A site license for a single physical location and a global license are also available. Publication is scheduled for the first half of January, with availability on or before January 10th.

About Applied Data Research

Applied Data Research is a life science consulting firm focused on medical market strategies, product commercialization, venture development, and market research. We assist medical market participants in achieving their business objectives through the creation of detailed business development strategies, product commercialization programs, and comprehensive market and technology research and analysis.

Our market research publications are designed, researched and written to provide timely and insightful information and data on focused market segments, with the aim of providing market participants with the essential knowledge necessary to refine and execute their marketing plans and achieve their financial targets.

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