

# PRESS CUTTINGS



**SIMPSON**  
FINANCIAL &  
TECHNOLOGY  
PUBLIC RELATIONS

Seafield House  
23 Seafield Road  
Blackrock  
Co. Dublin  
Telephone 01 260 5300  
Facsimile 01 260 5305  
Web [www.simpsonftpr.ie](http://www.simpsonftpr.ie)

## Professional Ireland

Business and Academic news for the global Irish community

**PROFESSIONAL IRELAND: October 25, 2007: Issue No. 617**

### **Biancamed establishing new R&D unit at Queen's**

Invest NI is supporting the development of innovative new technology aimed at the connected healthcare industry which is being developed by NovaUCD firm BiancaMed at its new R&D centre in Belfast. Invest NI has offered £250k for the set up of the research and development centre at the Queen's University Institute of Electronics, Communications and Information Technology (ECIT). BiancaMed's core product is a unique wireless sensor that can detect breathing and heart rate up to a distance of two metres which will be used initially in baby monitors, but will be developed further for use in other applications such as home health and exercise monitors. The technology will be launched at the 2007 Connected Health Symposium, a US international life sciences event organised by Partners Healthcare, Boston, from October 22-23.

Winner 2005 PRCA Award for Excellence in B2B PR

Simpson Financial and Technology Public Relations Limited  
Directors: Ronnie Simpson BBS, MPRII (Managing), G.Simpson.  
Reg. No. 234163.