



ditto™ Device Lowers Anxiety in Patients at Birmingham Children’s Hospital *Facility deploys kid-friendly tool to explain procedures, engage patients and boost outcomes*

(New York, NY) May 31, 2012 – The Birmingham Children’s Hospital has started using the ditto™, a handheld console that helps children to understand medical procedures, engage their attention and thus decreases anxiety. The clinically proven device lowers apprehension and treatment times while improving medical outcomes. It helps lessen the impact from otherwise painful or traumatic procedures.

The ditto™ is founded on groundbreaking research that shows use of distraction and educational techniques simultaneously are effective to reduce stress. The machine uses augmented reality, a multi-modal sensory-based distraction medium, to engage young patients. It includes a wide selection of interactive games, stories and procedural preparation tools to educate children and divert their attention from uncomfortable treatments techniques. The portable, handheld and waterproof device is simple to use for children of all ages. It features an interactive touch screen and colorful marker keys to prompt interaction, plus it responds to physical movement so it is truly interactive.

"We have used the ditto™ successfully at Birmingham Children's Hospital. The children are very responsive to the device and it seems to help divert their attention from otherwise painful procedures," notes Ursula Dickson, a Consultant Anaesthetist at Birmingham Children's Hospital NHS Foundation Trust. "This is a welcome addition to our facility and we look forward to continued use of this product."

Dickson says the stories featuring the character Bobby help children understand the treatments they undergo so they are less fearful of them. So far, the hospital is using the ditto™ in the preadmission department to alleviate apprehension when young patients arrive at the facility.

ditto™ was developed with doctors, surgeons, nurses, play specialists, and animation experts over the course of six years. Research showed it lowered stress and anxiety, and as a result, decreased treatment times and while enhancing patient outcomes. Eight independent randomized clinical trials have proven the efficacy of ditto™ and its technology. Produced by Diversionsary Therapy Technologies (DTT), the company continues to generate and distribute new content for the device.

About Diversionsary Therapy Technologies

Diversionsary Therapy Technologies is a global company headquartered in Australia that masterminded the development of ditto™ portable device. DTT worked with The Royal Children’s Hospital, Brisbane, to create the handheld, waterproof device that is used prior to and during painful medical procedures to reduce children’s anxiety. Learn more at www.dtt.net.au.

About Birmingham Children’s Hospital

Birmingham Children’s Hospital in Britain is the premier specialist Children’s Hospital for Birmingham and the Midlands, offering a wide range of pediatric services for children and young people in the region since 1862. The facility is home to one of the country’s largest Child and Mental Health Services (CAMHS) departments, and more than 45,000 patients visit the emergency department each year. Visit the hospital at www.bch.nhs.uk.

Contact:

David Laffar, UK Country Manager

dlaffar@dt.net.au

+44 (0)7711 819903

Ruth Ann Moore, Business Development Manager – USA

ruthanmoore@dt-usa.com

404-273-7643