



LiveData Appoints Industry Veteran Matthew Churchill to New Position of Vice President, Healthcare Sales

Divisional Structure to Capitalize On Vibrancy, Growth in Energy, Healthcare Markets

CAMBRIDGE, Mass., Sept. 20, 2011 – LiveData, Inc., a leader in real-time data integration and display technology, today announced the appointment of Matthew J. Churchill to the new position of Vice President - Healthcare Sales. Churchill's appointment strengthens LiveData's executive ranks as the company evolves into two standalone divisions. In that regard, the company also announced the appointment of Michael D. Zola as Vice President - Energy Sales, exploiting the burgeoning requirement for management solutions for Smart Grid electric utility system.

With 13 years' experience in sales and sales management in the healthcare field, Churchill brings a deep and varied background to LiveData. He comes to LiveData from Davol, where he was sales territory manager. Davol, a CR Bard Company, is the market leader in comprehensive soft tissue reconstruction, mesh prosthetics, biologic implants and fixation systems.

In four years at Davol, Churchill's territory grew by 25% or more for the past three years, as his territory ranking improved substantially. Prior to Davol, he had worked in sales for Aventis and Novartis.

"With our approach to patient safety and OR workflow, LiveData is participating in one of the most important aspects of healthcare," said Jeffrey Robbins, CEO and founder. "With his experience and knowledge of the healthcare field, Matt Churchill can help us achieve our potential in both direct sales and working with our business partners such as Karl Storz and Titan Medical. I am proud to welcome him to our executive team."

The establishment of a full-time healthcare sales executive allows Michael Zola to focus on LiveData's expanding Energy division, where the company's SmartGrid Manager is making new inroads. "Michael has been invaluable in growing both our Healthcare and Energy divisions, and the company is now at a stage where we need full-time sales management for each," said Robbins. "Michael will continue to advise on healthcare issues and accounts during the transition, and will concentrate on Energy as we go forward."

LiveData OR-Dashboard presents essential information about the patient and surgical case to the entire OR team in real-time, integrating data from patient records, administrative systems, physiological monitors, and medical devices. Presented on a large, flat panel display in the OR, the dashboard is visible from anywhere in the room, and is updated automatically throughout the perioperative process.

By aligning crucial information, notifications and checklists with OR workflow, LiveData OR-Dashboard reinforces consistent adherence to safety protocols and helps eliminate so-called "never events," which are errors generally considered so threatening to patient safety that they should never happen.

One of the most important features of OR-Dashboard is Active Time Out (ATO), a patient safety application that engages the entire OR team in the Surgical Safety Checklist according to the requirements of the Joint Commission and other authorities. Easy and convenient, ATO automatically shows all relevant information with each checklist item; enables the circulating nurse to review and document while standing by the surgeon at the point of care; and automatically records and timestamps all checklist responses. Easy-to-read reports based on ATO data equip hospitals to monitor the quality of the checklist process, target areas for improvement and measure success.

Under an OR integration and distribution agreement announced in 2008, KARL STORZ OR1 and LiveData OR-Dashboard integrate to bring hospitals a truly patient-centric operating room, where the surgical team can focus more fully and effectively on the patient. The technologies combine comprehensive real-time data from nursing, surgery and anesthesia systems with the surgical video, PACS images and lab reports. Images and data are displayed side by side on large wall-mounted screens or boom-mounted displays, providing every member of the OR team with clear and automatic access to critical information about the patient, procedure and equipment.

This year, LiveData and Titan Medical, Inc. signed an exclusive, worldwide license agreement for LiveData RTI Server as an integration technology for Titan's robotic surgical platform, Amadeus Composer™.

LiveData's Energy division focuses on products that manage outages and otherwise contribute to the health of the electric utility network. Its flagship product, LiveData SmartGrid Manager, integrates data from diverse sensors, devices and systems to deliver one global, real-time system view of the health of the next-generation electric utility services network, commonly known as the "Smart Grid."

About LiveData

LiveData, Inc. is a leading innovator in real-time data integration and display technology. The company's solutions gather data from any number of sources, coordinate it with team workflow, and present it as meaningful information on easy-to-read graphic displays. Leading medical institutions, including Massachusetts General Hospital, Memorial Sloan-Kettering Cancer Center, and NewYork-Presbyterian Hospital, have selected LiveData OR-Dashboard to improve patient safety, team communication, and perioperative efficiency. Founded in 1991, LiveData is headquartered in Cambridge, Massachusetts. Information is available at www.livedata.com.

NOTE: OR-Dashboard, LiveData RTI Server, and SmartGrid Manager are trademarks of LiveData. Amadeus Composer is a trade mark of Titan Medical, Inc. All other marks are the property of their respective owners, and are used for identification purposes only.