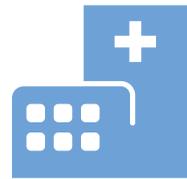


Philips Lifeline invented the medical alert industry more than 40 years ago. We offer you the most widely adopted fall detection with AutoAlert. And now GoSafe – our most advanced medical alert service – can provide access to help both at home and on the go. Stay safe, healthy, and connected with Lifeline.

Philips Lifeline has been recommended by **thousands of healthcare professionals** in Canada.



It's the only medical alarm service **integrated with the healthcare system** across Canada.

Why Lifeline?

With Philips Lifeline Medical Alert Service, you get fast, easy access to help 24 hours a day, 365 days a year. So you can continue to enjoy life in the comfort of your own home – and have the freedom to go anywhere with confidence.

Philips Lifeline is **recommended** for people:

- ✓ at **risk of falls**
- ✓ with **chronic conditions**
- ✓ with **mobility problems**
- ✓ with **visual impairments**
- ✓ recovering after **discharge from hospital**

There's a Lifeline solution for you. Find out why more people choose **Philips Lifeline** over any medical alert service provider.

Call Lifeline Now!

www.lifeline.ca

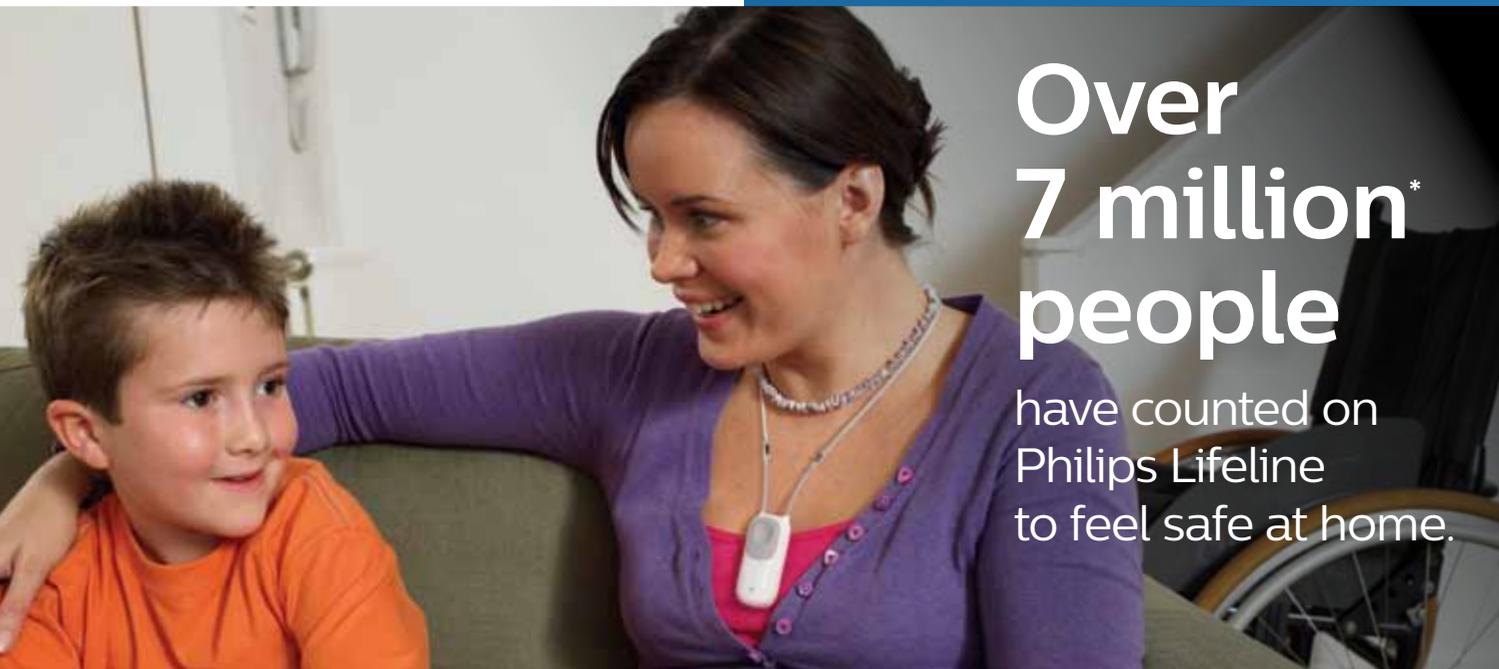
- * Claim based on number of subscribers.
- 1 Available at locally participating programs.
- 2 Equipment may not detect all falls. Undetectable falls can include slow falls, falls from low heights and slides from seated positions. If able, users should always push their button when they need help.
- 3 Based on the number of detected falls that have been reported to Philips Lifeline by U.S. AutoAlert subscribers for the period of January-July 2012.
- 4 Lifeline may not always be able to determine your location.
- 5 Certain limitations subject to third party cellular provider availability and coverage. Signal range may vary.
- 6 Philips Lifeline wireless communicators connect to the Philips Lifeline Response Centre using the third party cellular provider. No additional wireless equipment is needed. A customer phone number is required to enroll in the service.



Canada's #1 medical alert service*

Philips Lifeline has saved more lives than any other medical alert service.*

Now you can also enjoy the same peace of mind on the go.



Over 7 million* people have counted on Philips Lifeline to feel safe at home.

It's your life. It's your freedom. **It's your choice.**

In-the-home solutions

HomeSafe Standard Most Economical

Our standard medical alert system is an affordable way to maintain your independence, while being prepared in the event of an emergency.

- Get access to the help you need 24/7 at the push of a button.
- Wear your HomeSafe help button as an adjustable necklace or on your wrist like a bracelet or watch.



HomeSafe with AutoAlert! Added Layer of Protection

This medical alert service with AutoAlert can automatically call for help if it detects a fall. Even if you can't push the button yourself.²

- More than 300,000* seniors have relied on it to feel safe at home.
- An excellent choice for those with a history, risk, or fear of falling.
- Detects more than 95% of true falls and minimizes false alarms.³



"Two years ago my MS advanced to secondary progressive and I started to use a cane. I'm a busy, 53 year old wife and mother of two and I wear my Lifeline every day because it allows me to do the things I want to do - on my own and independently. Lifeline isn't just for seniors and it's more than a help button. I'm thrilled with the freedom it provides me and many others like me..."

Lucy D.
Lifeline Subscriber

No home phone? We have wireless options available.

On-the-go solutions

GoSafe System¹ Most Advanced

Go because you can – with GoSafe. It's the medical alert system that gives you the freedom to go where you want, when you want.

- It's the only mobile system with up to six advanced location technologies designed to help find you in an emergency.⁴

- Get access to live help 24 hours a day, 365 days a year – at home and on the go.⁵
- The AutoAlert feature can automatically call for help if it detects a fall.²
- A lightweight, help button allows direct two-way voice communication with a Lifeline Response Associate.

New

Two systems in one – GoSafe pairs your two-way mobile button with a home communicator.



How it works



1. Summon help

With a simple push of your Lifeline help button you're connected to our 24/7 Response Centre. With our advanced services, you have the option to include fall detection or locating technology in the event you can't push your button.



2. Hear a reassuring voice

A caring Lifeline Response Associate will quickly access your personal profile and assess the situation.



3. Know help is on the way

If needed, our Associate contacts a neighbour, loved one, or emergency services – based on your preferences – and can follow up to make sure help has arrived.



All help calls answered in Canada

✓ **Professional Home Installation**

✓ **No equipment to buy**

✓ **All personal help buttons are waterproof**

✓ **No home phone line needed⁶**
(Wireless Communicator available)