



## D-Rev Releases Brilliance Pro to Treat Newborns with Jaundice in Developing Countries

A new design and improved technology provides world-class treatment at an extremely affordable price

San Francisco, Calif. -- January 20, 2015 -- [D-Rev](#), the award-winning non-profit medical device development company, today released Brilliance Pro, a sophisticated phototherapy device to treat severe jaundice in newborns. D-Rev continues to bridge the gap between developed and developing country healthcare – meeting world-class American Academy of Pediatrics standards at a market-appropriate price point of \$500USD.

The original design of Brilliance, launched in 2012, will now be named Brilliance Classic. The full suite of Brilliance products can be compared here: <http://d-rev.org/phototherapy>

Brilliance Pro was designed based on user-feedback from Brilliance Classic, including enhancements to the overall design and core technology, to improve functionality, accessibility, and manufacturability. Important improvements between Brilliance Classic and Brilliance Pro include:

- **SmartTilt Technology** – Patent-pending technology to ensure that light intensity from blue LEDs is consistent across the treatment footprint at any angle of head-tilt. SmartTilt ensures that Brilliance Pro works effectively at any position and in cooperation with other pieces of neonatal intensive care unit (NICU) equipment.
- **Integrated Light Meter** – An irradiance meter, a hand-held device to measure the intensity of phototherapy equipment for the purpose of ensuring that a device’s light is meeting the required intensity for effective treatment, can now accompany a Brilliance Pro device.
- **Design for Mass Scale** – The new design of Brilliance Pro reflects D-Rev’s commitment to beautiful aesthetics in all its products, with a sleeker and more refined head unit. The design is also optimized for manufacturability, making it easier and cheaper to create more devices faster.

Reflecting the alignment with customer expectations, at its debut in December 2014 Brilliance Pro won the Best in Show award at NEOCON 2014, India’s largest neonatal conference, hosted by the country’s National Neonatology Forum. Brilliance Pro won across all product categories and prices, demonstrating its world-class design and performance.

“Brilliance Pro reflects D-Rev’s design process in action: learning from our customers and updating our products to meet and exceed their expectations,” said Krista Donaldson, CEO of D-Rev. “We believe Brilliance Pro will help us reach further, giving under-served communities access to world-class healthcare and decreasing the number of newborns who die or are disabled as a result of severe jaundice.”



D-Rev continues to partner with Phoenix Medical Systems, a pioneer in infant healthcare in India, to manufacture and distribute Brilliance. Since the launch in November 2012 Phoenix has sold over 1,100 Brilliance Classic units in 23 countries, making it one of the fastest growing new products in the sector.

“D-Rev listens to customers and works with Phoenix so the product and manufacturing capabilities are aligned; it is a true partnership. The cooperation will create more products at affordable costs, and be a catalyst for market-change,” said Sashi Kumar, managing director of Phoenix Medical Systems. “Brilliance Pro has the potential to make kernicterus a thing of the past by 2020.”

### **The Impact of Brilliance**

After over two years on the market, D-Rev’s original phototherapy device, Brilliance Classic, has treated babies around the world at risk for adverse affects of severe jaundice. Through December 2014, the impact of Brilliance devices can be expressed in the following numbers:

- Number of babies treated by Brilliance: 43,000
- Number of babies who would have otherwise not received effective treatment: 36,000
- Deaths and disabilities averted as a result of Brilliance treatment: 560

### **About D-Rev**

D-Rev is a non-profit product development company. D-Rev has two projects – Newborn Health and Mobility. D-Rev’s products are designed to leverage the market and existing high-performing local partners for broad distribution and scaling. D-Rev is based in San Francisco and its work is funded largely by grants from global foundations and a growing community of corporate and private donors.

### **About Phoenix Medical Systems**

Phoenix Medical Systems was created in 1989 with the goal of providing cost-effective and innovative solutions for the care of neonates. Phoenix was a pioneer in India in the manufacture of products devoted to infant health care, the first product being an infant incubator. Twenty-five years later, the mission of Phoenix continues to be to provide solutions that match the best in the world at very affordable prices. This culture of technological and cost innovation has been widely recognized, with Phoenix receiving prestigious awards.

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