

## Press Bulletin: 5 August 2009

### **First consumer sales of DuoFertility less than 18 months from conception**

#### **University spin-out Cambridge Temperature Concepts markets cost-effective alternative to assisted reproductive treatments**

Cambridge, UK – August 5, 2009 – Despite the challenging times, the first consumer sales of DuoFertility, an innovative medical device developed by Cambridge University spin-out Cambridge Temperature Concepts (CTC), have happened just 18 months after seed funding in December 2007.

The novel electronic fertility monitor helps couples experiencing infertility – one out of six in the UK – to get pregnant naturally as a cost-effective and efficient alternative to assisted reproductive treatments. According to Dr. Andy Richards, a leading figure in the Cambridge angel investor community: “Cambridge Temperature Concepts is a fantastic example of what can be achieved when angel investors and entrepreneurs work together to get a great innovation to market. By judicious choice of design and development techniques and keeping specialist manufacturing in the UK, CTC has achieved what would normally take a multi-million-pound, multi-year development program in 18 months with less than a million pounds.”

CTC’s chairman, Dr Jonathan Milner, Cambridge Angel and CEO of antibody dotcom Abcam PLC, said: “Getting from concept to sales in only 18 months is truly exceptional for a medical device company. Not only is this platform technology amazing, and able to measure temperatures to one thousandth of a degree, but we are already seeing success in its first practical application in helping couples get pregnant. The future looks highly accurate!”

This precision in measuring temperature is the key to DuoFertility’s successful role in helping couples get pregnant. Ovulation triggers a small change in a woman’s body temperature, but it can easily be masked by normal variations. CTC invented DuoFertility, which contains a temperature sensor that automatically measures and records body temperature 20,000 times a day, to make ovulation easy to identify. About the size of a couple of stacked £1 coins, the sensor is worn under the arm. The data is downloaded wirelessly to a small reader, which tells couples when conception is most likely.

“Traditionally, detecting ovulation requires a daily urine test or a rough temperature reading very early every morning,” explained Dr Oriane Chausiaux, CTC’s Chief Scientific Officer. “The results are not very accurate, and it is terribly inconvenient. DuoFertility is more accurate, and eliminates all the fuss.” She adds: “From our experience of providing visitors to our website with free fertility expert support, most of the couples who opt for DuoFertility see it as an alternative to expensive fertility treatments. Many couples also choose to use DuoFertility in between IVF cycles.”

“We have received tremendous positive feedback regarding DuoFertility compared to other methods. The convenience and predictive aspects of DuoFertility take the stress out of a situation that can be difficult for couples that have been trying for a baby for some time. We have already had several couples achieving pregnancy,” says Dr. Husheer, CTC’s CEO.

The Company is selling DuoFertility in pre-launch quantities on its website at [www.duofertility.com](http://www.duofertility.com) and is currently in the middle of a new funding round to finance a major consumer launch in early 2010. “We have proven that the technology works and that it is extremely easy and convenient to use which were the key milestones for investors” added Dr. Husheer. “Our investors have been delighted by the pace of development to first sales and the



DuoFertility

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tremendous potential for this technology, which can easily be applied to other healthcare applications such as post-operative care or fever detection.”

With their first product completed, CTC is considering using their technology and know-how in continuous temperature monitoring for a number of other applications. These include healthcare applications such as post-operative care or infectionresponse monitoring, where the ultra sensitive temperature readings can open up new treatment regimes, as well as animal fertility. But at present, CTC’s primary focus is the nurturing of the most advanced fertility monitor on the market, DuoFertility, and working towards their goal of helping couples build families.

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Photographs and Press backgrounders can be downloaded from our web site [www.DuoFertility.com](http://www.DuoFertility.com)