



Medical  
Solutions



---

**For Immediate Release**

## **AVERY DENNISON PARTNERS WITH PREVENTICE TO DEVELOP MOBILE HEALTH APPLICATIONS**

**CHICAGO and MINNEAPOLIS – May 21, 2012 – [Avery Dennison Medical Solutions](#)** today announced a partnership with [Preventice](#), Inc., to produce patch-based wearable sensors for clinical monitoring of a patient's unique physiological characteristics.

Preventice is a break-through developer of mobile health applications and patient monitoring systems that deliver continuous care, wherever an individual might be. Mobile health applications, like those developed by Preventice, improve the doctor-patient relationship by establishing a constant connection and exchange of information between care providers and their patients. This connection encourages patients to stay engaged in actively managing their health while away from their health care providers, and feeds data to clinicians about a patient's health status without impacting their daily lifestyle.

"Preventice has a unique understanding of clinical care delivery, which when combined with their expertise in mobile device platforms, [remote monitoring](#) protocols, algorithms, data management and EMR integration, gives us an advantage in the marketplace," said Howard Kelly, vice president and general manager, Avery Dennison Medical Solutions. "Together, we will leverage these strengths, along with Metria Wearable Sensor Technology, to offer clinical remote monitoring applications that address the unmet needs of health care providers, while helping improve patients' quality of life and reducing costs."

Through this partnership, Avery Dennison Medical Solutions will develop a new version of the [Metria™](#) patch-based wearable sensor and user interface for the [Preventice Care Platform](#), which creates a real-time, continuous connection between patients and health care providers through mobile, cloud-based and sensor technology. The Metria\* solution, which incorporates sensor technology from [Proteus Biomedical](#), will be sold as part of the Preventice Care Platform for remote monitoring applications to hospitals and health care systems in the United States.

“The potential to improve clinical care through the use of on-body sensors and remote monitoring is endless,” said Jon Otterstatter, co-founder, president and CEO of Preventice. “We’re confident that the addition of Avery Dennison Medical Solutions to our ecosystem of partners who are focused on health care innovation creates a new level of sophistication in monitoring technology. It also supports Preventice’s laser-focus on providing physicians with new monitoring solutions to significantly improve the patient experience and clinical outcomes.”

Avery Dennison Medical Solutions, a business unit of [Avery Dennison Corporation](#) (NYSE: AVY), leverages its expertise in advanced skin adhesives and material sciences to develop innovative technologies for medical applications. The company has licensed proprietary algorithms from Preventice for additional clinical applications of the Metria patch-based wearable sensor, which Avery Dennison will continue to manufacture for both partner companies and their respective customers.

[www.medical.averydennison.com/Metria](http://www.medical.averydennison.com/Metria)

\*Metria Wearable Sensor Technology products have not been evaluated by Regulatory Agencies.

###

#### **About Avery Dennison**

Avery Dennison (NYSE:AVY) helps make brands more inspiring and the world more intelligent. The company is a global leader in pressure-sensitive technology and materials and retail branding and information solutions. A FORTUNE 500 company with sales of \$6 billion from continuing operations in

2011, Avery Dennison is based in Pasadena, California and has employees in over 60 countries. For more information, visit [www.averydennison.com](http://www.averydennison.com).

### **About Preventice**

Preventice is a privately owned company and leading developer of mobile health applications and remote monitoring systems that connect mobile, home-based, and on-premise technologies to deliver continuous patient care across the health continuum—wherever an individual patient might be. Applications from Preventice create a constant connection and exchange of data between health care providers, life science companies and their patients. Current applications from Preventice address high-cost conditions and health management opportunities, including prescription medication management, cardiac care, sleep apnea, diabetes management, and migraine headaches. Preventice is headquartered in Minneapolis, with offices in Rochester, Minn., and Fargo, N.D. For more information, visit [www.preventice.com](http://www.preventice.com).

### **Contacts:**

Avery Dennison Medical Solutions  
Bob Giuliano  
T: +1 610-328-1051  
[Bob.Giuliano@prplace.biz](mailto:Bob.Giuliano@prplace.biz)

Preventice  
Colleen Kulhanek  
T: +1 651-307-9486  
[CKulhanek@preventice.com](mailto:CKulhanek@preventice.com)

Kate Franco  
T: +1 312-206-1037  
[Kate.Franco@averydennison.com](mailto:Kate.Franco@averydennison.com)