

## CellAED Information Pack

### Introduction to CellAED

CellAED is a revolutionary personal, portable defibrillator designed to provide immediate, life-saving intervention for sudden cardiac arrest, making it accessible and easy to use for anyone, anywhere.

### Key Features of CellAED

- **Compact and Portable:** Easy to carry or store, making it ideal for home, office, or travel.
- **User-Friendly:** Simple instructions and automated features guide the user through the defibrillation process.
- **Rapid Response:** Delivers a shock quickly and effectively to restore normal heart rhythm.
- **Voice Prompts:** Clear, audible instructions to ensure correct usage during a high-stress situation.
- **Affordable Price Point:** CellAED packages are cheaper than comparable defibrillator packages

### CellAED For Life Program

CellAED® has a 2-year product expiry, considering all internal components including the battery and the gel on the electrode pads.

The CellAED For Life™ program is free for the first year and costs \$198 (including GST) per year thereafter, ensuring continuous protection and readiness with the following benefits:

- **Product Expiry Management:** CellAED® has a 2-year product expiry, considering all internal components including the battery and the gel on the electrode pads.
- **Automatic Replacement:** As a member, your CellAED® will be replaced before the end of its product expiry, as long as your membership remains active.

## Price comparison for a traditional AED and the CellaAED kit.

When comparing the price of a CellaAED kit to a traditional defibrillator, the cost of the device plus ongoing costs should be compared.

Traditional Defibrillator: [Heartsine Samaritan 360P Kit](#)

- Upfront cost: \$2124
- Year 4 [Replacement Pads](#) and battery - \$280
- Total Cost in 4 years = \$2404 (plus shipping)

CellAED Defibrillator: [Business Cardiac Emergency Kit](#)

- Upfront cost: \$895, includes 1 year of CellaAED for Life
- CellaAED for Life Years 2 to 3 - \$198 per year - Total \$594
  - CellaAED for Life will replace your device when used and when it expires.
- Total Cost in 4 years = \$1,489 (free shipping)

## Delivery Information

CellAED's have a battery life of 2 years. Because of this, we ship directly from the manufacturer to you. Once you place and pay for an order with us, we will place the order with the manufacturer.

- CellaAED devices will be dispatched within 10 days of your order being placed.
- The manufacturer will send updates to you once your order is processed by them and when it progresses to delivery

### **CellAED Kits**

If you have ordered your CellaAED as part of a Cardiac Emergency kit, you will receive **two deliveries**. Your kit, excluding the CellaAED, will arrive first. Your CellaAED device will ship later in line with the points above.