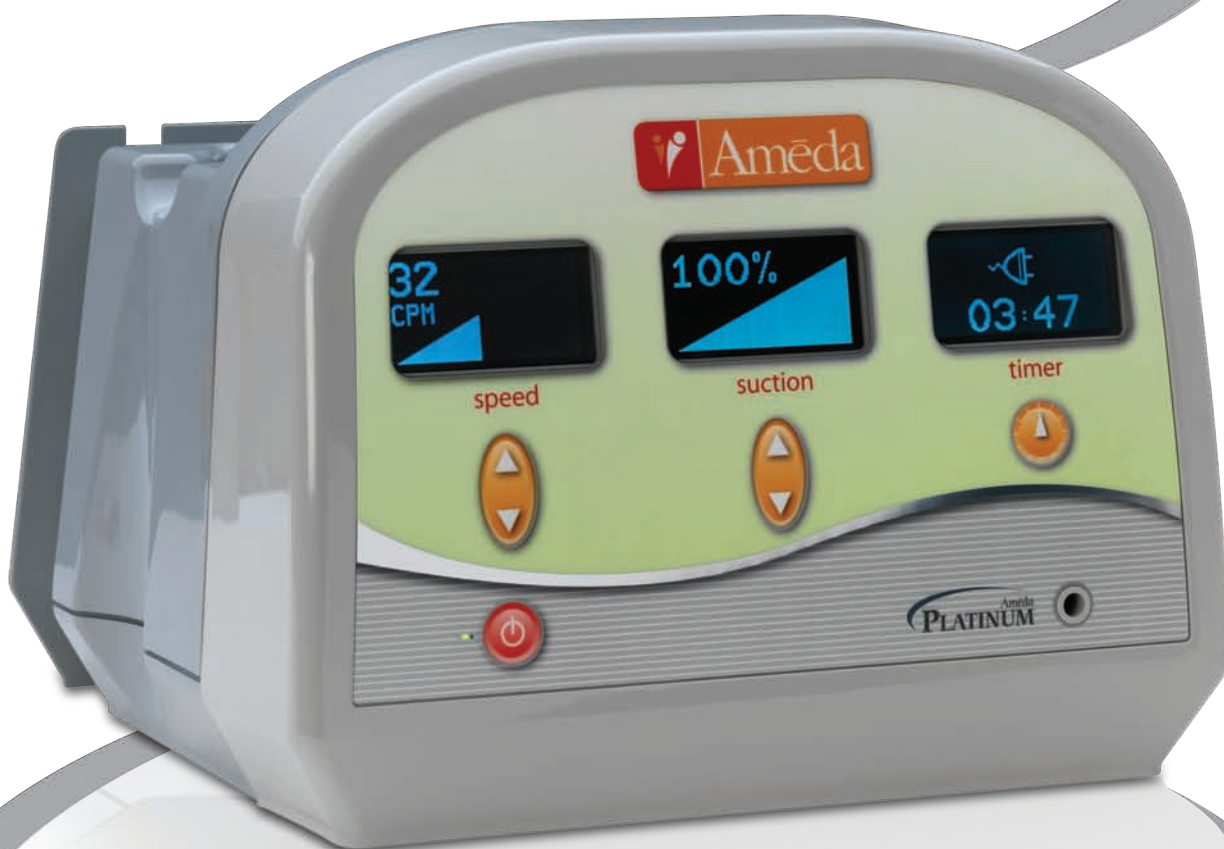


Amēda PLATINUM™

Better Results Begin
with **Improved
Control**



Featuring
Ameda's
Exclusive



PROVEN PERFORMANCE • INNOVATIVE FEATURES •

IMPROVED CONTROL

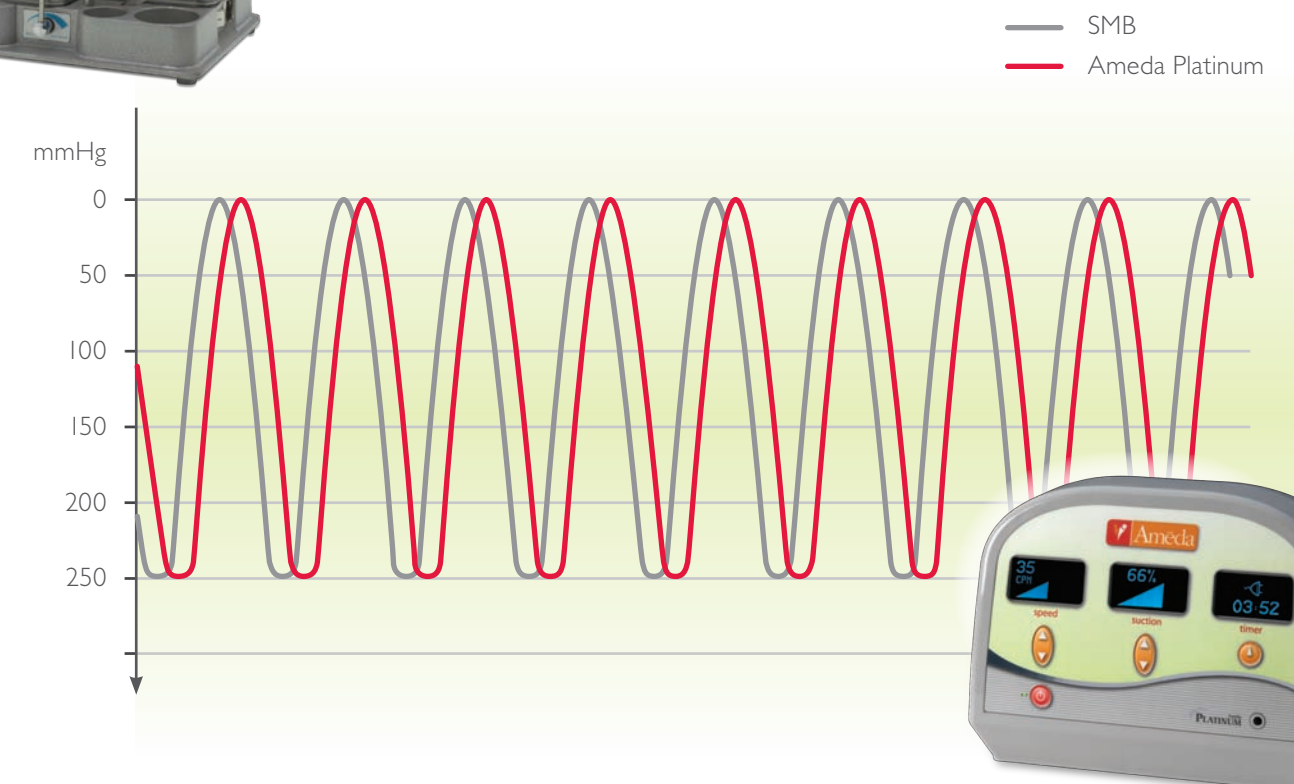
BACKED BY MORE THAN 65 YEARS OF **PROVEN** PERFORMANCE

New technology is exciting. But in clinical settings there is no substitute for proven efficacy. Ameda has combined the time-tested, research-proven performance of its original SMB breast pump with advanced, 21st-century features not found in other hospital-grade breast pumps. The best of both worlds has arrived.

“A breast pump’s effectiveness is determined in part by its waveform — the curved wave-like line that represents how suction builds, peaks and releases.”

At the heart of the Ameda Platinum is an internal piston motor. This rotating piston design — preferred by many lactation professionals — is known for its smooth feel, comfort, and durability. A breast pump’s effectiveness is determined in part by its waveform — the curved wave-like line that represents how suction builds, peaks and releases. Backed by more than 65 years of research and clinical experience, the Ameda Platinum was carefully designed to replicate the smooth, original SMB[™] waveform. The reason? Research comparing pump waveforms found its effectiveness at expressing milk to be unsurpassed.¹ *But it doesn’t stop there...*

1942



2010



Introducing
Amēda
PLATINUM[™]

The best way to design a breast pump is to listen to the people who use them. The new Ameda Platinum[™] Breast Pump combines clinician and mom inspired features to deliver **innovative, advanced pumping technology.**

¹ Mitoulas, L. et al. Effect of vacuum profile on breast milk expression using an electric breast pump. J Hum Lact 2002; 18(4):353-60.

INNOVATIVE FEATURES SET THE HYBRID AMEDA PLATINUM APART

Pump vacuum levels often decrease between single and double pumping and can drop significantly in higher altitude locations. This can present challenges for mothers who require higher vacuum levels for effective expression. Ameda's exclusive, **VacuSense™ Technology**, was engineered to emit and receive signals nearly every 1/2 second, allowing the pump to sense negative pressure levels. Should the vacuum detected not match the settings the mother has selected, the control mechanism adjusts internally.

Featured exclusively in the Ameda Platinum Breast Pump, **VacuSense Technology offers the most consistent pumping experience no matter the location or protocol.**



“The controls on the pump are what made the difference in getting me more milk.”



FEATURING DIGITAL DISPLAYS AND PRECISION CONTROLS

The Ameda Platinum's innovative features were designed to make the daunting task of pumping for a newborn less of a struggle. Its illuminated, easy-to-read digital displays allow mothers to clearly see their preferred settings day and night, making it simple to return to them later.

For ease of use and greater customization, the Platinum's Suction and Speed control buttons operate in two ways:

- 1. When pushed and held, they increase/decrease by increments of 10
- 2. When pushed and released, they increase/decrease by increments of 1

The Platinum's VacuSense Technology will also provide a message, on the display, when service is needed or the HygieniKit™ Milk Collection Kit is not properly attached. And it is the only hospital-grade pump with a built-in LCD timer, making following pumping protocols easier.

When combined, these advanced features provide comfort and convenience for greater satisfaction.

THE DIFFERENCE IS CLEAR

The Ameda Platinum gives mothers the most advanced features for better control, comfort and convenience.

	AMEDA PLATINUM	MEDELA SYMPHONY®
Consistent SMB waveform at all speed settings	✓	
Vacuum and cycles can be adjusted independently	✓	
Number of possible vacuum/speed setting combinations available	5,000	32
Vacuum adjustable by increments of:	~2 mmHg	10-15 mmHg
Gentler vacuum settings available from 30-50 mmHg	✓	
Consistent vacuum levels in single and double pumping	✓	✓
No reprogramming needed for optimal results	✓	
Automatically helps compensate for the effects of varying barometric pressures (altitudes) on vacuum	✓	
Clear, well-lit LCD screens	✓	
Timer helps make following pumping protocols easier	✓	
Smooth, easy-clean control panel	✓	
Uses same collection kit as all other hospital grade pumps offered by the brand. No reconfiguring or extra parts required.	✓	
No routine tubing inspection or care required	✓	

Amēda PLATINUM™



- 1 **Integrated Handle**
For easy lifting.

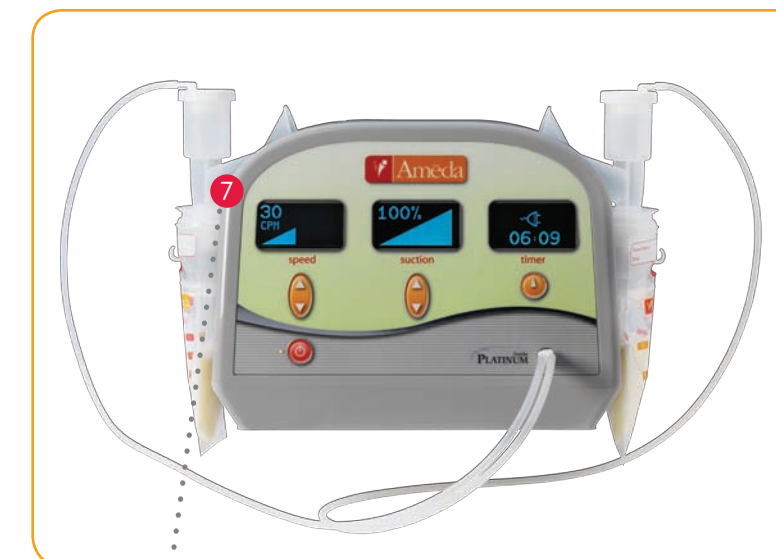
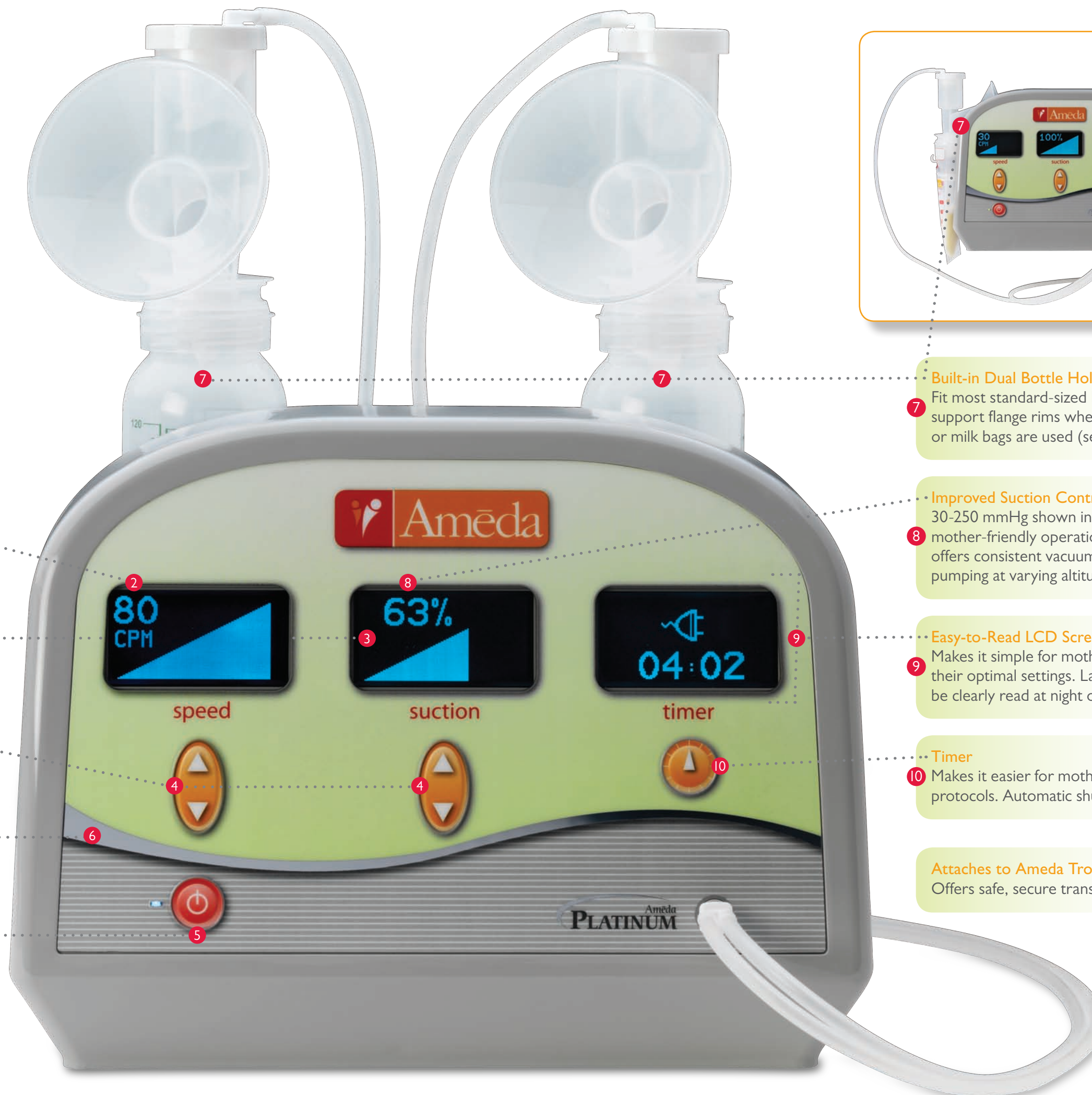
- 2 **Increased Cycle Range**
30-80 cycles per minute (cpm).

- 3 **Message Display**
Indicates service is required or HygieniKit is not properly attached.

- 4 **Independent Suction and Cycle Controls**
Allows multi-phase pumping and customized settings without program cards.

- 6 **Soft Touch Control Panel**
Designed for easy cleaning and intuitive operation.

- 5 **On/Off Control**
Easy to locate.



- 7 **Built-in Dual Bottle Holders**
Fit most standard-sized bottles upright and support flange rims when smaller containers or milk bags are used (see above photo).

- 8 **Improved Suction Control**
30-250 mmHg shown in levels of 1-100% suction for mother-friendly operation. VacuSense Technology offers consistent vacuum for single and double pumping at varying altitudes.

- 9 **Easy-to-Read LCD Screens**
Makes it simple for mothers to find and return to their optimal settings. Large, well-lit screens can be clearly read at night or in dim light.

- 10 **Timer**
Makes it easier for mothers to follow pumping protocols. Automatic shut-off after 60 minutes.

- Attaches to Amēda Trolley**
Offers safe, secure transport in clinical settings.

IMPROVED CONTROL PROVIDES MULTI-PHASE PUMPING

Some single-dial, programmable hospital pumps offer 2-phase pumping. However, to trigger multiple milk ejections during breastfeeding, babies change sucking speed not just once, but several times.



Like the breastfeeding baby, the Ameda Platinum makes it possible for mothers to create a multi-phase experience. **Its independent Suction and Speed controls are at the heart of Ameda's commitment to customization.** With dual controls and greater adjustability, it is easy for a mother to “follow her flow” by simply adjusting her pump controls until she finds the settings that trigger fastest milk flow. With CustomControl™, mothers can easily find their own best settings every time.

Mothers want to be in control
and the
Platinum puts them there.

SUCTION: With an improved range of 30-250 mmHg and a more sensitive vacuum adjustability, mothers can use the Platinum's suction control to achieve their perfect comfort by increments of either 1% or 10%. According to research, pumping at a mother's maximum comfortable suction results in greater milk yields than when she pumps at lower levels.² With every dial turn, 2-phase hospital pumps jump by increments of 10-15 mmHg. But the Platinum's precision adjustability of about 2 mmHg ensures that mothers do not pump at less effective settings lower or higher than their maximum comfort levels.

SPEED: The research-proven 30-80 cycles per minute (cpm) was selected for the Ameda Platinum's speed range so that mothers could express the most milk in the least time. Faster cycle speeds of 120 cpm have been found to be ineffective, with 86% of women pumping no milk at this speed.^{2, 3}

“The other brand of pump pulls too much and changes speed all by itself.”

² Kent, J. et al. Importance of vacuum for breastmilk expression. Breastfeed Med 2008; 3(1):11-19.

³ Ramsay, D. et al. The use of ultrasound to characterize milk ejection in women using an electric breast pump. J Hum Lact 2005; 421-28.

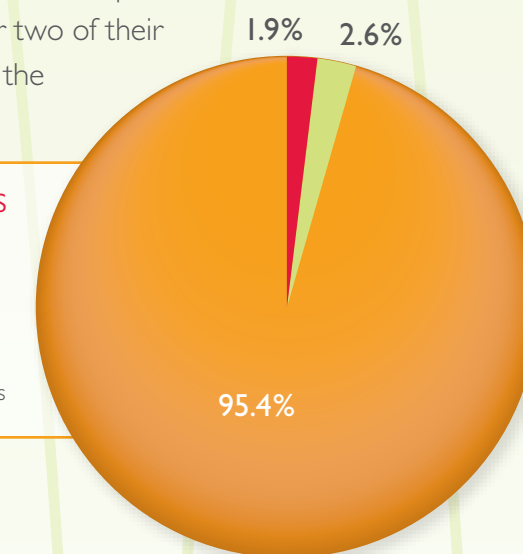
“I love that I was able to change the cycle speed and that there is so much choice. . . this was by far the *best pump I have ever used.*”

Independent Adjustability
doesn't make pumping complicated.

As a clinician, you know that a pump's convenience and ease of use can make a world of difference. In an initial study, 20 mothers of hospitalized babies used the Ameda Platinum Breast Pump for two of their sessions for four days. More than 95% of mothers found the Platinum easy to use.

WERE THE CONTROLS
ON THE PLATINUM
BREAST PUMP EASY
TO USE?

No Neutral Yes



“I love the timer function. It saves me from having to remember when I started and when I need to stop.”

Unlike programmable 2-phase pumps that offer only a single dial and 32 possible suction-and-speed combinations, the Ameda Platinum provides thousands of setting combinations. Its independently adjustable controls make it possible for a mother to keep the pump set on her maximum comfortable suction level while varying the pump's speed to more quickly trigger the first, second, third, and subsequent milk ejections and drain the breast more fully. As milk flow slows, she can increase the pump's speed to trigger another milk ejection without unproductive changes in suction. The difference is clear: **Better results begin with improved control.**

“I need high suction and high cycles and I can't get that from Medela.”

PROVEN AIRLOCK PROTECTION™

Like all Ameda breast pumps, the Platinum was designed to work exclusively with the Ameda HygieniKit Milk Collection System. Your hospital can enjoy the benefits of using the same kit for any Ameda Electric Breast Pump with the built-in safety of a proven viral and bacterial barrier at the breast flange while pumping.

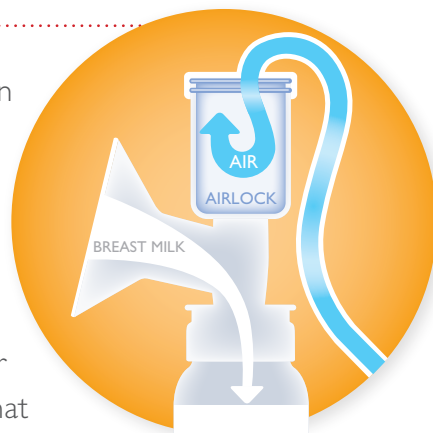


The Ameda HygieniKit is the first milk collection system for hospital-grade breast pumps that provides Proven Airlock Protection™ from both cross-contamination and self-contamination. Its silicone diaphragm acts as a solid barrier that prevents air exchange between the expressed milk and pump tubing. Unlike other pump kits, during pumping this “viral barrier” protects the collected milk, the tubing, and the pump from bacteria, viruses and mold.

“I like the Ameda tubing better. With the Medela tubing, there is moisture and I am not sure how to clean it.”

Medical literature documents the risks of the older milk collection technology to compromised infants.⁴ Before 1994, all pump kits allowed air flow between expressed milk and pump tubing.

On the plus side, these older pump kits prevented cross-contamination between mothers. But self-contamination still occurred as mothers reused their kits over time. Moisture and milk aerosols entered pump tubing, providing a fertile medium for growth of viruses, bacteria, and mold. One study documented that with every pumping this contamination travels further back into pump tubing.⁵



Compare manufacturers' instructions. The **Ameda HygieniKit Milk Collection System is the only hospital pump kit that eliminates the need for routine tubing inspection and care**, decreasing staff workload and the risk to compromised newborns.

⁴ Jones, F. and M.R. Tully. 2006. Best Practice for Expressing, Storing and Handling Human Milk in Hospitals, Homes and Child Care Settings. Raleigh NC: Human Milk Banking Association of North America, p. 5.

⁵ Blenkarn, J.I. 1989. Infection risks from electrically operated breast pumps. J Hosp Infect 13:27-31.

INTERESTED in using the
NEW Ameda Platinum Breast Pump
in your hospital or practice?



Contact your local Ameda representative today to schedule a demonstration or a pump trial.

TECHNICAL SPECIFICATIONS

Protection Class I, Type B

Power Supply:

Operating Input Voltage 100 VAC to 240 VAC
Operating Frequency 50/60Hz
Input Power 80VA
Fuse Rating Quick Acting (F), 2.5A, 250V,
5 x 20mm
Power Cord Length: 10 feet

Operation:

Continuous
ISO 10079-1, Intermittent Suction,
Medium Vacuum

Suction:

30mmHg (4.0kPa) to 250mmHg (33.3kPa)
(1–100%)

Speed:

30 to 80 cycles per minute (cpm)

Operational Conditions:

Temperature +50°F (+10°C) to +104°F (+40°C)
Relative Humidity 20% to 80%
Atmospheric Pressure 0.82atm (83.1kPa) to 1.05atm
(106.4kPa)

Transport and Storage Conditions:

Temperature -10°F (-23°C) to +120°F (+49°C)
Relative Humidity 20% to 95%
Atmospheric Pressure 0.82atm (83.1kPa) to 1.05atm
(106.4kPa)

Weight:

9.7 lbs. (4.4 kg)

Dimensions:

Length 9.75 in. (24.7 cm)
Width 10.5 in. (26.7 cm)
Height 8.0 in. (20.3 cm)

Standards:

UL60601-I
CAN/CSA 22.2 No. 601.1
IEC60601-1
EN60601-1-2

The Ameda Platinum Breast Pump complies with EN60601-1-2. It is suitable for use in healthcare facilities and domestic establishments. It is unlikely to interfere with other electrical equipment.

Approvals:

United States: FDA 510(k) - K100435

Warranty:

3-year limited

CE 0086



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Amēda PLATINUM™



MOM INSPIRED. HOSPITAL TRUSTED.

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