

# New Product Release

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## Talking Kone™ Introduced to US Safety Market

*Award Winning Product Uses Motion Sensor Technology to Reduce Accidents*

September 8, 2003 — The Talking Kone™ was introduced today to the US Health and Safety Market during the annual National Safety Council Congress & Expo. The patented, customizable safety system utilizes state of the art proximity sensor technology to alert pedestrians of important information, with the goal of reducing accidents and accompanying liability claims. The Talking Kone™ is being manufactured, marketed and distributed by Medico Industries, Inc.

The Talking Kone™, a UK invention, is the winner of the London Business Innovation Award 2002 for Innovation in Public Safety, BBC "Best Inventions" Panel Winner 2002 and a Discovery Channel Invention Award™ Winner. Already a successful proven safety solution in the United Kingdom, the Talking Kone™ answers a practical need in the accident prevention market for a more effective method of preventing pedestrian accidents, particularly slip and fall accidents.

This development is expected to be welcomed by US industry, government, retailers, schools and hospitals, which are already inundated with expensive slip and fall and accident claims and actively looking for ways to reduce accidents. Studies show the single most common non-fatal injury to employees is slips, trips and falls. The average cost of a slip and fall claim in the United States is \$4,000, while the average cost to defend a slip and fall lawsuit is \$50,000. If the claimant wins the suit, the average judgment is more than \$100,000. The majority of these accidents occur on interior hard surface floors. The effectiveness of current safety warning signs and cones is limited. People tend to ignore standard safety signs, and often actually move signs from where they were placed. The Talking Kone™ has features which address both of these scenarios by deploying a unique, patented, customizable safety system which utilizes state of the art proximity sensor technology to alert pedestrians of important

information. The Talking Kone offers a variety of features and benefits which are not available in any other standard product offered today:

- The Talking Kone™ alerts pedestrians to danger with the use of a state of the art proximity detector.
- Re-chargeable battery
- Audio capabilities, providing the advantage of getting the attention of average passers-bys and those unable to see (blind and hard of sight people).
- Customizability – audio messages can be modified and customized as needs change
- Proactively reduce falls and possibly decrease liability claims – cost effectively
- Ability to act as an advertising medium when there is no danger
- Talking Kone™ is difficult to steal or vandalize in comparison to other products, due to a lockable control box and clamping mechanism.
- Applications and uses of the Talking Kone™ are more varied and wide than standard cones.

### **Customer Deployments**

The Talking Kone™ is already a popular safety product in the UK, where it has been successfully deployed in many retail and industrial facilities. The developer of the Talking Kone has worked closely with local governments, retail organizations and shopping centers to refine the design for maximum efficiency and ease of use.

### **About Medico Industries, Inc.**

Medico Industries, Inc. (Medico) is serving as the manufacturer and distributor of the Talking Kone™ in the US. Founded in 1937, Medico is a second-generation family owned business located near Wilkes-Barre, Pennsylvania. The company has a reputation for quality and provides a wide range of products. Medico has two primary operating divisions: Equipment Sales and Manufacturing. Primary customers include the Department of Defense and the automobile industry.

### **To place an order or for more information contact: Medico Industries, Inc.**

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