

****PRESS RELEASE** March 10th 2004 **PRESS RELEASE****

New technology could help "awaken" coma patients

Azam Voice Recording & Management Software finds new medical application

Azam International Technologies, designers and distributors of **Azam**, the dictation, voice recording and storage system that has had an established following since its launch in July 2003, today announced the launch of an extensive research project into using the product to help "awaken" coma and brain-injured patients.

*"We are really excited about this. One hospital consultant described the idea of using **Azam** for coma patients as "brilliant", not just because the audio stimuli could help awaken the patient, but also because it's a way of involving family members, of making them part of the healing process,"* says inventor Andronicos.

Azam IT is already active in philanthropic projects, notably the **Azam Disabilities Initiative, (ADI)**, whereby free copies of Azam are made available to people with disabilities that make it hard for them to use traditional email systems. With Azam, they do not need to type, but instead can record their voice and send the recording as a simple email attachment.

The idea of using Azam for coma patients came from using the product's "morphing" function. Recordings made by people with severe speech difficulties often became much easier to understand when special effects were applied.

"I thought, what if hearing a familiar voice - like your Grandma's - slowed down, speeded up or backwards, say, could reach parts of our being or subconscious that normally you can't get to?", continues Andronicos. *"We started looking into coma therapy techniques and it seems **Azam** could be a useful tool. We want to get as many people involved in the research project as possible to test this theory."*

Hospitals and family members of coma patients are asked to download Azam, which is free of charge for 30 days. If additional time is required, the free trial period can be extended indefinitely by emailing Azam IT. The website contains all the instructions on how to compile an audio CD for coma use – balancing music and speech, tenderness and assertiveness, natural and "morphed" recordings. The product is very easy to use, even for people with basic computer skills. All Azam IT asks is to be informed of the progress of each patient, via the online forms.

For more information on **Azam** use for coma patients, or to be involved in the research project, please visit www.azamit.com/coma. Doctors and journalists may contact Andronicos at andronicos@azamit.com, or by phone on +44 (0)1494 442055. Upon request, this interview can be recorded, indexed and emailed to you for future reference using Azam.

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Note to Editors:

Azam IT is a UK registered company, headed by Mike Salter, Managing Director, previously a senior manager at IBM. Andronicos, inventor of the Azam product, is a consultant with the company and responsible for the Azam Disabilities Initiative (ADI).

Azam IT is a commercial venture, although it actively pursues philanthropic and ethical objectives. **Azam** is a voice recording and management application for use at home and at work. Features include dictation, recording meetings and phone calls and storing the resulting audio files with text and keywords for easy retrieval. **Azam** recordings can be distributed easily as simple email attachments.

The newly released **Azam** Version 2 includes enhanced compression, making storage and email distribution of files even easier, new audio studio features, including morphing, and support for all common audio formats, such as MP3 and Wav.

Contact the Press Office on +44 (0) 1494 442055 for general information or download a trial version of **Azam** from www.azamit.com

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