

**CONTACTS:**

Jessica Masuga, DePuy Orthopaedics, Inc.  
Office: (574) 371-4830; Email: JMasuga@DPYUS.JNJ.com.

Steve Cebalt, Bottom Line Public Relations  
Office: (260) 416-0222; Email: experience@bottomlinepr.com

EDITORS: The photo that appears with this release can be downloaded for publication in high-resolution format at the following link: [www.bottomlineftp.com/hip.jpg](http://www.bottomlineftp.com/hip.jpg)

**DEPUY LAUNCHES NEW SOFTWARE FOR COMPUTER-ASSISTED HIP SURGERY**

*New Software Provides Real-Time Data During Surgery*

**WARSAW, IN – (July 27, 2007)** DePuy Orthopaedics, Inc. has announced the launch of computer software designed to significantly enhance the field of computer-assisted hip replacement surgery. This advanced technology lets surgeons visualize parts of the patient’s anatomy that are not visible through the incision, without the need for CT or fluoroscopy, saving hundreds of dollars and enhancing implant positioning. The technology will become available to surgeons in September 2007.

“The goal of the software design was to increase operating-room efficiency, decrease planning time for the surgeon during surgery, and make the software easier to use for the surgeon and the surgeon’s staff,” said Joe McLaughlin, Hip Product Director, DePuy Orthopaedics.



The demand for hip replacement is growing rapidly. It is estimated that the number of primary total hip replacements will increase by 174 percent -- to 572,000 -- in 2030. This is due in part to the growing number of Baby Boomers with osteoarthritis and the rise in obesity among the population.<sup>1</sup>

**Advantages of the Ci™ Essential Hip System**

The Ci™ Essential Hip System offers screens and menus that have been designed based on extensive observation of the way surgeons actually use computers in the operating room. The result is a system that is intuitive and easier to use, while enabling the surgeon the option to adjust the program for personal preferences in surgical approach.

*Other key benefits of this software include:*

- *Greater precision in implant positioning* – The Ci Essential Hip gives surgeons new ways to address leg-length discrepancies, adjust offset within millimeters in real-time, and achieve greater precision in implant positioning. The system supports the use of a technique that uses the patient’s transverse acetabular ligament (TAL) as a reference point for cup alignment and then displays a model of the patient’s specific anatomical landmarks.

- *Flexibility for customizing work-flow* – The Ci Essential software was designed to provide ease of use and the ability to customize the work-flow. The software has been designed to be flexible so the surgeon can focus on the needs of the patient.

**About DePuy Orthopaedics, Inc.**

DePuy Orthopaedics, Inc., a Johnson & Johnson company, is advancing the standard of orthopaedic patient care, with a focused commitment to help surgeons achieve excellence in surgical practice. Countless surgeons worldwide rely upon DePuy Orthopaedics every day in their treatment of patients. The company designs, manufactures and distributes orthopaedic devices and supplies including hip, knee, extremity, trauma, cement, orthobiologics, and operating room products. As a global leader in joint replacement products, DePuy Orthopaedics is committed to *Restoring the Joy of Motion*<sup>™</sup> for patients whose mobility is restricted by severe osteoarthritis or other debilitating injury.

###

<sup>1</sup> “Total Knee and Hip Replacement Surgery Projections Show Meteoric Rise by 2030. Orthopaedic procedures set to continue gaining widespread acceptance as means to restore quality-of-life,” American Academy of Orthopaedic Surgeons (AAOS) Web site: [www6.aaos.org/news/Pemr/press\\_release.cfm?PRNumber=442](http://www6.aaos.org/news/Pemr/press_release.cfm?PRNumber=442). Accessed July 11, 2007.