

Vienne  
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## A NEW WEBSITE FOR HELIOSCOPIE

[www.helioscopie.fr](http://www.helioscopie.fr)

*Helioscopie, a company specialising in medical implants (treatment of obesity and oncology) has just opened its new website for the general public and patients.*

### **Why a new website?**

Since the date of its creation by Jean-Paul Ricol in January 2000, Helioscopie has evolved enormously, as much in size (4 people on a 30m<sup>2</sup> site in 2000 to 50 people on a 3200m<sup>2</sup> site in 2005) as in its range of products (only a single product in 2000, 3 ranges of products in 2005) or even in its visual identity. This is why the company wanted to completely revise its website.

### **Informing the general public**

Over and above simple "product" information, Helioscopie has always wished to give information to patients benefiting from its medical implants. In fact, patients are no longer passive about the treatments they must receive. They want to understand not only the origin of their pathology but also how the implants are developed, how they work, what quality control is applied to them, etc. This is why the Helioscopie site is, first and foremost, a site for information on Obesity and Oncology. Of course this can never replace a consultation with a doctor.

### **A tool for professionals**

The Helioscopie site has dedicated access for professionals. Scientific news, product information, database, conferences, training, latest innovations, and a newsletter : it is a real tool which has been designed for the use of practitioners. It is simple, practical and effective.

### **Successful collaboration with AS2BMultimédia agency**

Helioscopie entrusted the production of its website to the french young agency, AS2BMultimedia ([www.as2bmultimedia.fr](http://www.as2bmultimedia.fr)), located in the Paris region. "We wanted to work with a small agency that knew how to listen to its client, and that was reactive and a force for suggestion" said Florence Abily, Director of Communications and Marketing at Hélioscopie.

### **About Helioscopie**

*Helioscopie is a French company based in Rhône-Alpes. It was created in 2000 and today has 50 personnel. The company, a leader in the treatment of obesity (gastric bands, dietary supplements), has progressively diversified and also manufactures implantable sites for nutrition and chemotherapy. Characteristics: strong investment in R & D, 13% of turnover (27 patents registered), and an international position, 55% of turnover coming from export. All Helioscopie products are designed and manufactured in France. Helioscopie received the Export Class 2004 trophy for Rhône-Alpes and the 2004 trophy for innovation from the Chamber of Commerce and Industry, Nord Isère.*

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Press release and visuals on request

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