

## Pluss collaborates with Dräger for promoting its innovative device

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**Pluss and Dräger are joining hands to leverage upon each other's strengths and to help bring this technology to as many lower and middle income group countries as possible.**



Gurugram based Pluss Advanced Technologies, winner of the National Technology Day Innovation Award for its patent pending device MiraCradle to treat Birth Asphyxia, has collaborated with Dräger, a Germany based global leader in the fields of medical and safety technology.

The World Health Organization (WHO) estimates that over 650,000 babies worldwide die from birth asphyxia each year. Those who survive the condition often suffer serious and irreparable damage that can result in lifelong physical and mental disabilities.

Developed in collaboration with CMC Vellore, MiraCradle - Neonate Cooler is the world's first affordable, non- electronic, portable device based on safe Phase Change Materials (PCMs) which helps in cooling the baby and maintains the core body temperature precisely between 33-34 degrees for a period of 72 hours.

Pluss and Dräger are joining hands to leverage upon each other's strengths and to help bring this technology to as many lower and middle income group countries as possible. The immediate focus is to be able to make this available in the countries of Asia and Africa and later also South America.