

International Sales Meeting Where we are – where we go



From the 12th to 13th of November 2016 our international dealers and SOMNOmedics employees from all over the world came together for the annual sales meeting in Randersacker. In addition to information on the company's development and new products, there was also a lively exchange among the participants.

The two-day event began with opening remarks by the company founder and Managing Director, Dr. Gert Kuechler, who reported on the company's current developments and gave a goal-oriented outlook into the future.



One of the presentation highlights was the product introduction of the innovative Home Sleep Test, which beginning in 2017 is to be used as a sleep screener for patients in their own bedrooms. Later in the day, Dr. Kuechler presented the latest technological developments for our sensors - the wireless sensors. The first models will come

on the market in 2017 and will be available for the SOMNO HD™. After an informative morning, the afternoon brought presentations on the latest studies and validations and a brief version of the current industry news.

In the evening, SOMNOmedics invited their guests on a winter horse-carriage ride to Eibelstadt, one of the neighboring villages. Mulled wine and gingerbread cookies were served and the international guests bonded while singing during the evening carriage ride. In the meantime, the training room was being transformed into an elegant room with candles and white table cloths for the evening event.





After the horse-carriage ride the international dealers and SOMNOmedics employees were happy to return to the warm atmosphere of the evening festivities and the evening was rounded out with delicious food and Franconian wine and music by a live band.

After the theoretical talks on Saturday, hands-on applications were on the agenda on Sunday. In addition to working hands-on with the "SOMNO HD" which was introduced in 2016, the international guests were shown the latest software features. Shortly after lunch the guests began their journeys back to their homelands or traveled on to Medica, the world's largest medical trade fair in Düsseldorf.