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FOR IMMEDIATE RELEASE

Kip Ludwig to Keynote 2011 Neurotech Leaders Forum in San Francisco
This Year Marks Event's 10th Anniversary

San Francisco, CA – October 12, 2011 – Kip Ludwig will deliver the keynote address at the 11th annual [Neurotech Leaders Forum](#), which will take place in San Francisco on October 17-18, 2011. Ludwig will offer attendees his views on his new role with the NIH and how it impacts the neurotechnology industry.

Ludwig was recently appointed as program director in repair and plasticity at the NIH National Institute for Neurological Disorders and Stroke. He received his Ph.D. in Bioengineering at the University of Michigan, followed by post-doctoral work at the same institution. More recently, Ludwig worked in industry at CVRx as a research scientist, where he and his team conceived, developed and demonstrated the chronic efficacy of a next-generation neural stimulation electrode for reducing blood pressure in both pre-clinical and clinical trials.

The 2011 Neurotech Leaders Forum will feature a first-ever Consumer Neurotech Conference on October 18, the second day of the event. The full-day meeting will include sessions on neuromarketing, gaming, training, and cognitive enhancement applications of neurotechnology. Companies represented on the agenda include [EmSense Corp.](#), [NeuroSky, Inc.](#), and Technology Partners. NBR contributing editor Victor Pikov will also speak on neural interface lifestyle issues. Other presenting companies include Fisher Wallace Laboratories, [Blackrock NeuroMed](#), Aaken Insite, Functional Neuromodulation Inc., and Evergreen Medical Technologies Inc.

Randy Nelson, CEO of Evergreen Medical Technologies says, "This Forum is an excellent event for interacting with many of the premier neurotech companies. Our talk will highlight our expertise in the design, manufacturing, and testing of neuromodulation devices and describe the engineering expertise and clinical insight required for **high** quality **and** timely products."

The 2011 event will also feature an in-depth session on reimbursement issues affecting neurotechnology manufacturers in light of new health care reform legislation.

Participating venture capital professionals include Heath Lukatch of Novo Ventures, Paul Grand of RCT BioVentures, Mikhail Shapiro, formerly of Third Rock Ventures, and Jonas Hansson of HealthCap in

Sweden. Other speakers include Don Deyo, vice president of R&D at [Medtronic Neuromodulation](#), medical device reimbursement expert Tom Hughes, and Victor Pikov of Huntington Medical Research Institutes.

For more information on the [2011 Neurotech Leaders Forum](#), including sponsorship opportunities, call 415 546 1259.

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