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Press release

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High Tech on the Great Wall

Marco Moog wins Focus prize for his C-Leg® photograph

Tradition and progress come together in the photograph which earned Hamburg native Marco Moog the first prize for "Faces of Research" in the professional photography category. The photo shows four people standing on the Great Wall dressed in stunning costumes from the Beijing opera. 26-year-old Chao Xia is standing at the front of the group. Look more closely and you will see that he's wearing a C-Leg®, the world's first leg prosthesis system fully controlled by a microprocessor.

The 10,000 Euro prize was awarded yesterday evening (Monday, 6 November) in Munich by the Focus news magazine and the German Association of Research-Based Pharmaceutical Companies. The "Faces of Research" category looks for photographs which clearly demonstrate how high-tech developments can improve quality of life. Moog's developed his language of images in a recent poster campaign for med tech company Otto Bock. He portrays his subjects with true affection and focuses on their opportunities instead of their disabilities.

Chao Xia, who is shown wearing his C-Leg® in the photograph, is a dock worker and an amateur actor in his free time. Chao lost his left leg in a crane accident in the Shen Zhen City harbor in southern China. Today he's back on the job and likes to keep fit by walking 10 km every day after work.

Moog's collaboration with these amateur models, who never lost patience, even as temperatures reached 17 degrees below zero, is a tribute to the apparent ease with which the professional photographer



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approaches the subject of disability. His achievements have also impressed the German Association for Disabled Sports, which awarded Moog the Media Award for "Best Image." The prize is sponsored by professional organizations and was awarded at the Paralympic Night Gala on November 2 in Hamburg, Germany. Host Bettina Tietjen quoted the jury, which chose Marco Moog's work because he made impressive use of "a language of images that captivates the viewer, an appropriate, sometimes tongue-in-check language which always portrays the opportunities of disabled life with a tangible sense of affection for the individual."

When pictures learn to talk

Moog guides the user's eye by playing with clever contrast techniques and blurred background areas. The original motif evolves into a story. The images begin to develop a language which captivates the viewer through clarity and humor. This skill was enough to convince the Focus magazine jury and pharmaceutical companies to award Moog first prize in the biggest competition for photography on the subject of research.

Moog's primary emphasis is the individual. Instead of focusing directly on technology, he places it in the context of life situations which have been improved by the C-Leg®. The story line, the impressive background scene on the Great Wall and the elegant costumes have been a smashing success. Of all the photographs in the C-Leg® poster series, provocatively titled "And what did you do today?", Moog's photo is in highest demand.

C-Leg® Technology has been on the market since 1997 and is used by more than 13,000 people for walking, bicycling or even rollerblading. The leg prosthesis system was enhanced with new features in 2006. The C-Leg®, which automatically adjusts to changes in walking speed and surface conditions, has received technology and design awards both at home and abroad. Most recently, in October 2006 the C-Leg® was the only European product to win the prestigious Da Vinci Award in the U.S. According to Otto Bock's spokesperson Joachim F. Hamacher, two first prizes in photo competitions in one week is certainly a big deal, even for a global market leader in prosthetics.

Marco Moog announced yesterday that he will be donating half his prize money to the Katarina Witt Foundation, where it will be dedicated to a



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good cause. The prize money will enable a seven-year-old boy in Peru who was born without arms or legs to receive orthopedic aids for the first time.

For more information about the prize winner and his photos, visit www.marcomooog.de.

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