

ResMed

AirSense™ 11

Awaken your best.

ResMed ANZ AirSense™ 11
STYLE GUIDE



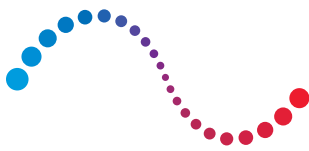
AUG 2023

PRODUCT LOCK UP

A product name lock-up is a combination of the product name elements that appear in a specifically determined size and position relative to one another, as shown below. To maintain consistency and brand integrity, these relationships cannot be altered or changed.

AirSense™ 11

When product name lock-ups appear next to or around the ResMed logo, the lock-up should be 90% of the cap height of the ResMed 'R' as indicated below. And the cap height for product lock-ups is at 90% of the ResMed 'R'.



ResMed 100% cap-height

90% cap-height **AirSense™ 11**

PRODUCT NAME USAGE & TRADEMARK

ResMed product names should always be written in the same manner as the product lock-up and the proper case should be used. The product name should always begin with a capital followed by lowercase.

Incorrect: airsense11

Correct: ResMed AirSense™ 11

Incorrect: AIR FIT p10

Correct: ResMed AirFit™ P10

Always designate the trademark with the appropriate™ symbol

The first appearance of a trademark name in body copy should be preceded with the appropriate™ symbol immediately following.

A trademark is an adjective that modifies a noun. Use ResMed trademarks as adjectives that describe the generic product at first appearance in body copy and all product model listings.

Incorrect: Airsense11

Correct: ResMed AirSense™ 11

IP statements

Trademarks should be used in the first instance.

ResMed products with trademarks

Air10™
Air11™
AirFit™
AirSense™ 11
AirTouch™
AirView™
ClimateLineAir™ 11
HumidAir™ 11
myAir™
SlimLine™
ResScan™

Comfort settings and features

AutoRamp™
AutoSet™
EPR™
SmartStart™

Programs

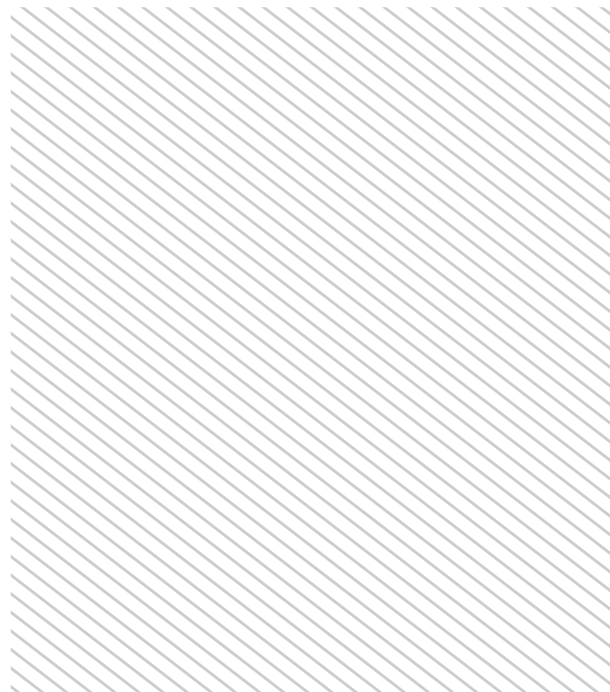
sleepvantage™

Reference

[Insert list of ResMed trademarks] are trademarks and/or registered trademarks of the ResMed family of companies. Specifications may change without notice. For patent and other intellectual property information, see ResMed.com/ip.

GRAPHIC ELEMENTS

These styles are unique to AirSense 11 and include the following graphic elements. They should only be used when creating materials specific to AirSense 11.




Examples of use

Use of these elements should be subtle and enhance the overall visual rather than be a main focal point.

Features that all make sense

AirSense 11 boasts a mix of features designed to help you start therapy smoothly and stick with it long term. One of the biggest enhancements you'll find is how well it integrates with myAir[™] to provide you the guidance and personalised support you need.

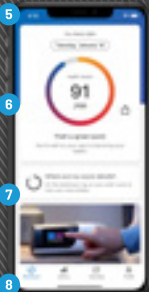
- 1. User-friendly touchscreen** makes it easy for you to adjust and navigate settings.
- 2. Integrated heated humidifier** with Climate Control Auto[™] helps maintain a comfortable temperature and humidity while preventing condensation.
- 3. Bluetooth[®] connectivity** for myAir app pairing.





It doesn't stop there...


Getting started and staying on therapy can be challenging, but not when there are new digital technologies to guide you.

- 4. Built-in cellular technology[†]** enables secure and automated data transfer into myAir.
- 5. myAir** allows you to track your sleep therapy progress and keeps you motivated with personalised support.^{††}
- 6. Personal Therapy Assistant** provides voice-guided videos to support you when you're setting up your equipment.
- 7. Test Drive** is an interactive tool to help you acclimatise to the device and ease into therapy with confidence.
- 8. Care Check-In** is a simple coaching program designed to help you feel supported.





Download on the  **App Store**

 **GET IT ON Google Play**

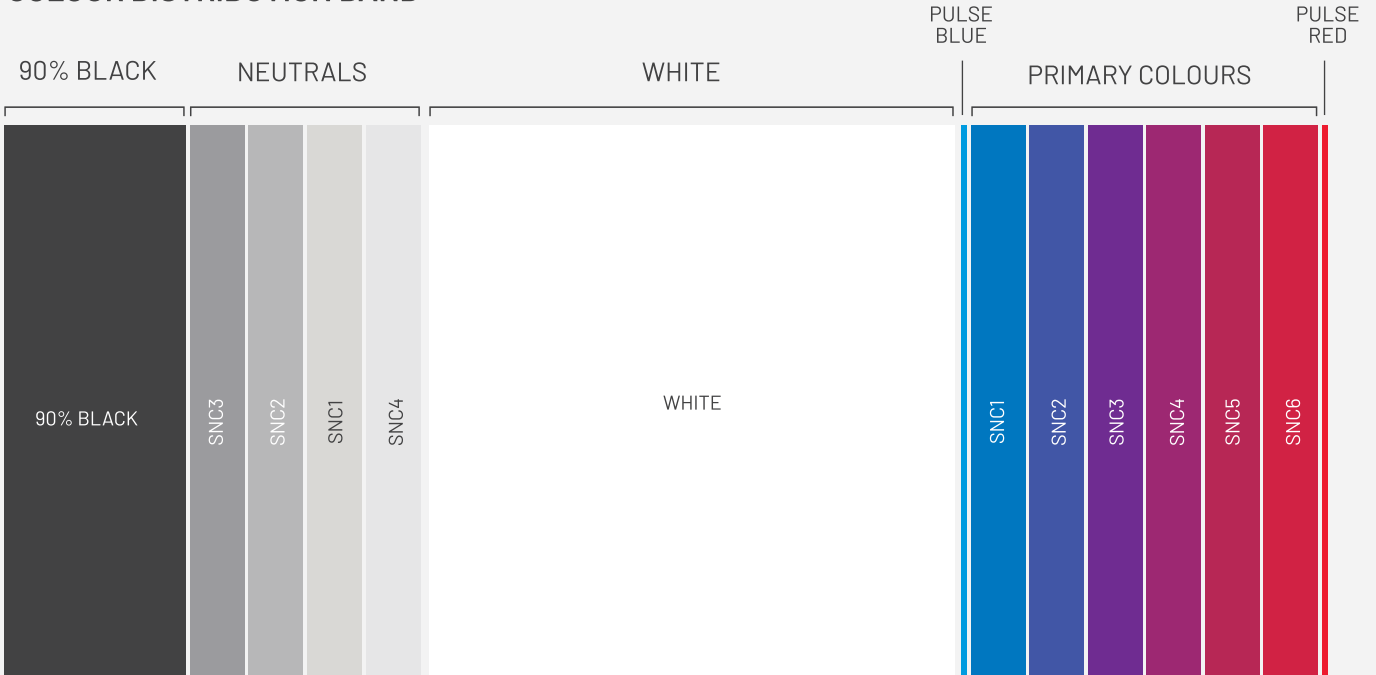
Apple and the App Store are trademarks of Apple Inc., registered in the U.S. and other countries. Google Play is a trademark of Google, Inc., registered in the U.S. and other countries.

1. Nassef CA et al. Comparison between automatic and fixed positive airway pressure therapy in the home. Am J Respir Crit Care Med 2003;167:20-23.
2. Neezel T et al. APAP device technology and correlation with patient compliance. Somnologie 2014;18(3):112-120.
3. Arnststead JP et al. Study of an auto-adjusting CPAP algorithm for the treatment of obstructive sleep apnoea. Am J Respir Crit Care Med 2009;179:A3570.

AIRSENSE 11 COLOUR GUIDE

When creating marketing material for AirSense 11, please refer to the guide below on which colours to use. Focal colours should be used for icons, call-out of a feature, sparingly as block colour or to draw attention.

COLOUR DISTRIBUTION BAND



BACKGROUND COLOURS



FOCAL COLOURS



Pulse Blue

#009bdf

RGB: 0.155.223

CMYK: 75.25.0.0

SNC4

#6f2c91

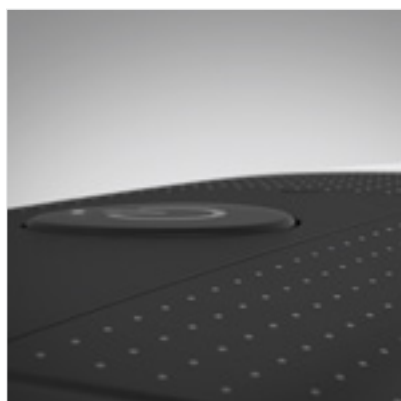
RGB: 111.44.145

CMYK: 70.48.1.0

The collage features several key marketing messages:

- A new way to start therapy**: AirSense 11 is RemPAP's new generation of single apnea therapy, combining our most proven algorithm and technologies with the latest digital innovations.
- The latest technology - always**: With built-in cellular technology, AirSense 11 users can receive over-the-air updates and the latest therapies, maintenance and software upgrades.
- AirSense 11 highlights**:
 - Built-in cellular technology**: Receive over-the-air updates and software upgrades.
 - Simple Start/Stop**: Receive over-the-air updates and software upgrades.
 - Care Check-in**: disrupted therapy from the moment they wake up on their therapy.
 - Integrated Humidifier**: Humidifier Control Auto-Adjust: Users can automatically adjust the air temperature and humidity levels manually if needed.
 - Easy-to-use**: Built-in use instructions make connecting, setting up, and using the device simple.
 - Standard disposable air filter**: Standard disposable air filter allows for easy replacement without the need for a mask.
 - ClimateLinker™**: Needed during the winter months to provide greater user comfort. Non-heated users will be able to use it.
- Built-in coaching from the beginning**: Adhering to CPAP therapy often depends upon how well a user adjusts to it in the beginning and how smoothly it continues. This is why Care Check-in has been developed. In our built-in coaching program that prompts users to self-report on their therapy progress on a regular basis for the first 28 days.
- Our most proven technologies**: RemPAP AirSense 11 AutoSet includes two of our most proven therapy algorithms: AutoSet and AutoSet for PAP in one device.
- Built-in Humidifier™**: Heated humidifier with ClimateControl for warm, humidified air.
- AutoStop™**: With sleep onset detection for comfort at the start of each therapy session.
- Expiratory pressure relief (EPRL)**: Reduces pressure during deflation.
- Care Check-in has 3 components:**
 - Time-based check-ins** monitor the customer experience in the early, critical days of therapy.
 - Tailored motivational tips** encourage users to stay on therapy.
 - Self-soothe features** enable users to proactively self-resolve therapy issues, including equipment setup and troubleshooting.

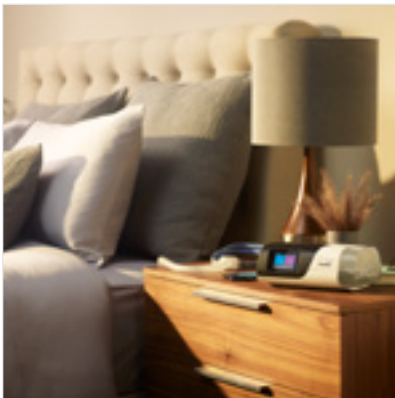
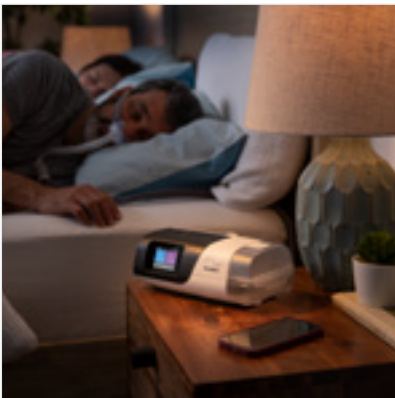
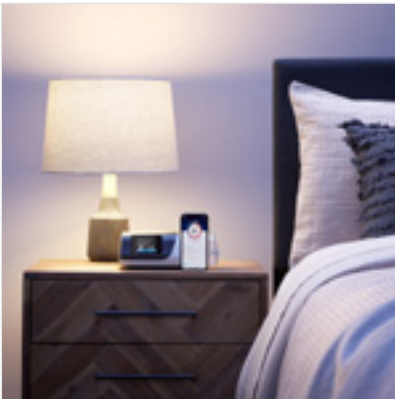
PRODUCT IMAGERY



PRODUCT IMAGERY cont.



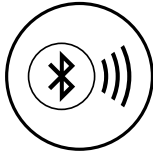
PRODUCT IMAGERY



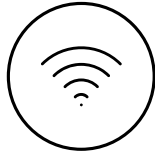
ICONS



myAir™



Connected & Loading



Wifi



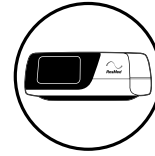
Humidifiers



AirView™



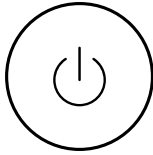
Over-the-air updates



AirSense™11



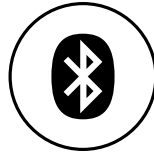
SD Card



SmartStart™



Personal Therapy Assistant



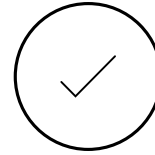
Bluetooth



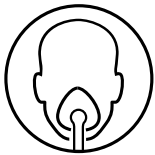
Touchscreen



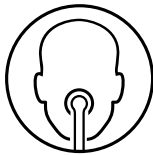
Computer



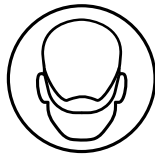
Care Check-In



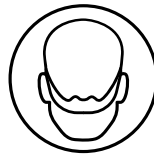
Full Face Mask



Nasal Mask



Nasal Cradle Mask



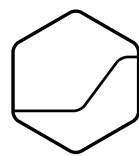
Nasal Pillows Mask



AutoSet™



EPR™



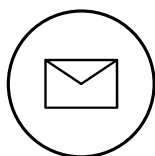
AutoRamp™



Doctor 1



Thumbs up



Envelope



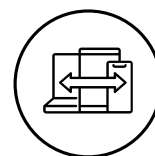
Calendar



Laptop



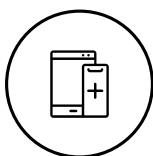
Delivery



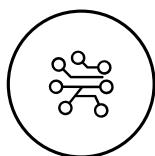
Connected device



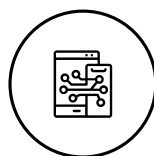
Doctor 2



Tablet & Phone



Data Bits



Tablet Phone Data



Laptop Tablet Phone



Customer



Wifi Cloud

ICONS (alt colour)



myAir™



Connected & Loading



Wifi



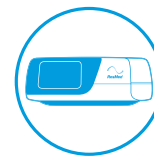
Humidifiers



AirView™



Over-the-air updates



AirSense™11



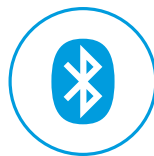
SD Card



SmartStart™



Personal Therapy Assistant



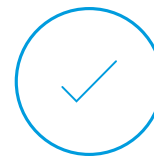
Bluetooth



Touchscreen



Computer



Care Check-In



Full Face Mask



Nasal Mask



Nasal Cradle Mask



Nasal Pillows Mask



AutoSet™



EPR™



AutoRamp™



Doctor 1



Thumbs up



Envelope



Calendar



Laptop



Delivery



Connected device



Doctor 2



Tablet & Phone



Data Bits



Tablet Phone Data



Laptop Tablet Phone



Customer



Wifi Cloud

PRODUCT & ACCESSORIES

DEVICES

AirSense™ 11 Series

- 39107** AirSense 11 Elite ANZ TRI 4G
- 39108** AirSense 11 AutoSet™ ANZ TRI 4G

DEVICE ACCESSORIES

HumidAir™ 11

Humidification & Accessories

- 39112** HumidAir 11 Cleanable Tub
- 39100** HumidAir 11 Standard Tub
- 39104** ClimateLineAir 11 ROW

Air11™ Accessories

Filters

- 39300** Air11 Filter, Std (1 pk)
- 39301** Air11 Filter, Std (2 pk)
- 39302** Air11 Filter, Std (12 pk)
- 39303** Air11 Filter, Std (50 pk)
- 39304** Air11 Filter, Hypoallergenic (1 pk)
- 39305** Air11 Filter, Hypoallergenic (2 pk)
- 39306** Air11 Filter, Hypoallergenic (12 pk)
- 39307** Air11 Filter, Hypoallergenic (50 pk)

Air11™ Accessories

- 39207** Air11 PSU 65W
- 39220** Air11 Air Outlet
- 39221** Air11 Travel Bag
- 39225** Air11 SD Card Door Replacement
- 39226** Air11 Side Cover
- 39228** Air11 SD Card - 1 Pack
- 39229** Air11 SD Card - 10 Pack
- 39231** Air11 DC/DC Converter

Air11™ Bluetooth Oximetry & Accessories

- 7079666** NONIN 3150 BLE WristOx-2
- 7079667** NONIN Expandable Wrist Band
- 7079668** NONIN Single Use Wrist Band (15 pk)
- 7079814** NONIN Small Soft Sensor, W02 Connector
- 7079815** NONIN Medium Soft Sensor, W02 Connector
- 7079816** NONIN Large Soft Sensor, W02 Connector
- 70710011** NONIN Single-Use Sensor & Wrist Band (15 pk)

PRODUCT DESCRIPTIONS (25/50/100)

For new CPAP users

140 CHRS: AirSense™ 11 is a user-friendly CPAP machine that combines advanced technology with proven therapy modes³⁻⁵ designed for easy and comfortable use.

25 words: ResMed AirSense™ 11 is a user-friendly CPAP machine that combines advanced technology with proven therapy modes³⁻⁵ designed for easy and comfortable CPAP therapy.

50 words: ResMed AirSense™ 11 is designed to make starting and staying on CPAP therapy easy. Its user-friendly interface and enhanced digital features, like the Personal Therapy Assistant and Care Check-In, provide interactive support and assistance to help you adjust to therapy. With our most proven therapy modes³⁻⁵ and customisable comfort settings, AirSense 11 delivers CPAP tailored to your needs.

100 words: ResMed AirSense™ 11 is the CPAP machine of choice⁶ designed for comfortable and quality sleep apnea therapy. Its enhanced digital technology and user-friendly interface makes setup easy, while the Personal Therapy Assistant and Care Check-In features provide interactive support and assistance to help you adjust to CPAP quickly. With our most proven therapy modes³⁻⁵ and customisable comfort settings, AirSense 11 is designed to deliver quality CPAP tailored to your unique needs. Cellular technology* and access to the ResMed myAir™ app^{††} allow for easy monitoring of your progress and support. For new users seeking an easy-to-use and quality CPAP machine, look no further than ResMed AirSense 11.

*Cellular connectivity depends on network availability.

†Over-the-air updates require cellular connectivity. Cellular connectivity depends on network availability.

††myAir requires cellular connectivity.

3 Massie CA et al. Comparison between automatic and fixed positive airway pressure therapy in the home. Am J Respir Crit Care Med 2003;167:20-23.

For existing CPAP users

140 CHRS: AirSense™ 11 offers advanced digital features, including automatic software updates⁴ that are designed to give you greater comfort and control over your therapy.

25 words: ResMed AirSense™ 11 is an advanced CPAP machine with enhanced digital features that allow you to take control of your therapy and receive automatic software upgrades⁴ as they become available.

50 words: With customisable settings and enhanced digital features, ResMed AirSense™ 11 allows you to take control of your therapy experience and receive remote software upgrades⁴. It includes our proven therapy modes³⁻⁵ so you can have peace of mind knowing you can get the quality sleep apnea treatment you need.

100 words: Featuring a sleek design and innovative technology, ResMed AirSense™ 11 is an advanced CPAP device that empowers you to take control of your therapy experience. Equipped with an easy-to-use touchscreen, AirSense 11's enhanced digital technology includes our most trusted therapy algorithms AutoSet™ and AutoSet™ for Her on one device. Using built-in cellular technology*, AirSense 11 receives over-the-air technology updates, so you'll automatically continue to have the latest maintenance and software upgrades available. When it comes to CPAP therapy, you may find AirSense 11 to be a great choice.

4 Netzel T et al. APAP device technology and correlation with patient compliance. Somnologie 2014;18(2):113-120.

5 Armistead JP et al. Study of an auto-adjusting CPAP algorithm for the treatment of obstructive sleep apnoea. Am J Respir Crit Care Med 2009;179:A3570.

6 ResMed online survey of myAir users on therapy for no more than 6 months who experienced Care Check-In. Survey conducted July 2021. n=50.

Choose AirSense 11

ResMed AirSense™ 11 is a user-friendly CPAP machine that combines advanced technology with proven therapy modes³⁻⁵ designed for easy and comfortable CPAP therapy.

3 Massie CA et al. Comparison between automatic and fixed positive airway pressure therapy in the home. Am J Respir Crit Care Med 2003;167:20-23.

4 Netzel T et al. APAP device technology and correlation with patient compliance. Somnologie 2014;18(2):113-120.

5 Armistead JP et al. Study of an auto-adjusting CPAP algorithm for the treatment of obstructive sleep apnoea. Am J Respir Crit Care Med 2009;179:A3570.

KEY FEATURES BULLET POINTS

Every ResMed AirSense™ 11 device includes a wide range of features designed to deliver comfortable CPAP therapy, as well as tools such as ResMed myAir™ access to help you start and stay on track throughout your sleep apnea treatment journey.

Device

- Its stylish and modern design complements any bedroom.
- The ResMed AirSense™ 11 series includes two different models: AutoSet™ and Elite.

Touchscreen

- The easy-to-use touchscreen makes the ResMed AirSense™ 11 simple to operate.
- This user-friendly intuitive function makes it easy to navigate and personalise to your settings.

Start/Stop button

- Simple Start/Stop button makes it easy to turn your CPAP therapy on and off with a single tap.

Integrated Humidifier

- The integrated heated humidifier features Climate Control Auto, which helps to automatically adjust the air temperature and humidity for more comfortable therapy.
- The integrated heated humidifier can be controlled manually or automatically with the Climate Control feature.

Bluetooth® connectivity

- ResMed AirSense™ 11 comes with Bluetooth® connectivity for myAir app pairing.

Built-in cellular technology*

- ResMed AirSense™ 11 has built-in cellular technology* which enables secure and automated data transfer into myAir.

*Cellular connectivity depends on network availability.

myAir™

- The myAir app allows you to track your sleep therapy progress and can help keep you motivated with personalised support.
- ResMed AirSense™ 11 includes access to ResMed myAir, our online support program and app that uses the therapy data from your machine to let you know how you slept the night before. It can even provide you with tailored coaching tips, encouragement, and support.
- Included with ResMed AirSense™ 11 is access to ResMed myAir, our online support program and app. When you register on myAir, it sends your device data to your computer or smartphone, letting you know how you slept the night before

and can even provide you with tailored coaching tips and encouragement.

Personal Therapy Assistant

- Personal Therapy Assistant featured on the myAir app provides voice-guided videos to help support you when you're setting up your equipment.
- myAir's Personal Therapy Assistant guides you through equipment setup, helping you troubleshoot common issues and can support you in getting used to CPAP therapy.
- Personal Therapy Assistant, available through the myAir app, guides you through equipment setup, can help you acclimatise to therapy and even offers solutions to troubleshoot common issues.

Test Drive

- Test Drive is our interactive tool available through myAir, designed to help you acclimatise to your new device and ease you into therapy with confidence.

Care Check-In

- Care Check-In is our simple coaching program designed to help you feel supported with your CPAP therapy.
- Care Check-In offers you coaching, and assistance tailored to you.

Over-the-air updates

- Over-the-air updates[^] automatically provide maintenance and software upgrades in the convenience of your own home.
- Availability of over-the-air upgrade capability gives you the opportunity to directly receive maintenance and feature updates.

[^]Over-the-air updates require cellular connectivity. Cellular connectivity depends on network availability.

AutoRamp™

- The AutoRamp™ feature delivers a low airflow pressure to help you fall asleep, once you're asleep, it steadily increases the airflow pressure to your prescribed level.

EPR™

- The Expiratory Pressure Relief (EPR™) function maintains a regular airflow pressure while you inhale and then reduces this pressure to make it easier whilst exhaling.

WEB BANNER

SUGGESTED FRAMING

AirSense 11 and myAir app on bedside table



Landscape - 2000px (w) x 600px (h)



Portrait - 1500px (w) x 2000px (h)



Square - 2000px (w) x 2000px (h)

WEB BANNER

SUGGESTED FRAMING

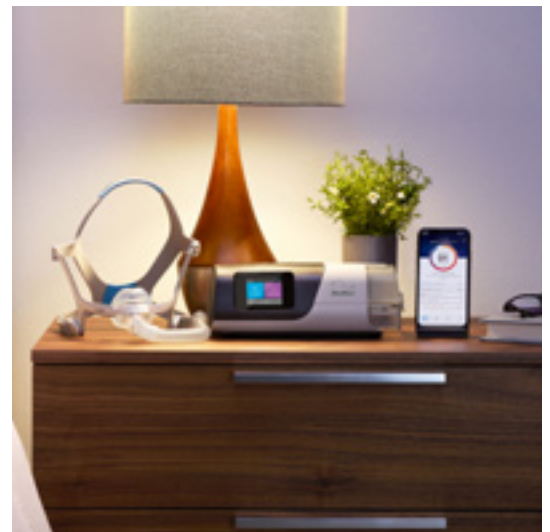
AirSense 11 night stand with mask and myAir app



Landscape - 2000px (w) x 600px (h)



Portrait - 1500px (w) x 2000px (h)



Square - 2000px (w) x 2000px (h)

WEB BANNER

SUGGESTED FRAMING

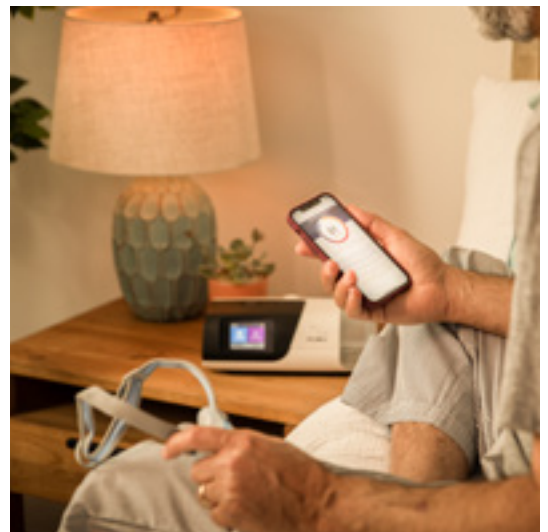
AirSense 11 ecosystem bedroom



Landscape - 2000px (w) x 600px (h)



Portrait - 1500px (w) x 2000px (h)



Square - 2000px (w) x 2000px (h)

RESMED MARKETING MATERIAL

Brochures

Separate B2C and B2B brochures are available for digital download or to order via Marketing Hub. These brochures cover all the important information to help you and your customers become comfortable with the AirSense 11 and its features.



Consumer Brochure: A5 6pp Tri fold
10112564 - AirSense 11 Consumer A5 Broch ANZ Eng 25pk



B2B Brochure: A4 6pp Tri fold
10112590 - AirSense 11 B2B A4 Brochure

RESMED MARKETING MATERIAL

Posters

There are 2 different posters available in A2 size. Both are available to order via Marketing Hub.



10112595 - ResMed Air Solutions A2 Poster



10112593 - AirSense 11 Product Poster A2

RESMED MARKETING MATERIAL

Fact sheets

We have provided fact sheets that detail the available AirSense 11 accessories and an overview of the AirSense 11 device and its features compared to the AirSense 10. These fact sheets are intended for care provider use only.

ResMed **AirSense 11**
The smart way to sleep

AirSense™ 11 series
AirSense 11 Elite 402
AirSense 11 AutoSet™ 401

Accessories

- ClimateLink™ II heated tube 3924
- ClearLine™ Tube 3910
ClearLine Tube wrap 3919
- Clear P30 3927
- HumidAir™ II Tube 3912 (Clearable tube)
3919 (Standard tube)
- AR outlet 3929
- Travel bag 3921
- DC/DC converter 3928
- SD card door 3926
- SD card 3927 (16 GB)
3927 (32 GB)
- Filters - Standard 3930 (1 pack)
3930 (2 pack)
3932 (10 pack)
3933 (50 pack)
- Filters - Hypoallergenic 3934 (1 pack)
3934 (2 pack)
3936 (10 pack)
3937 (50 pack)
- End cap (tube cover) 3925

10112569 - AirSense 11 Accessories Guide

ResMed sleep therapy device comparison **ResMed**

	AirSense™ 10 Elite	AirSense™ 10 Elite	AirSense™ 10 Standard	AirSense™ 10 Standard for Her	AirSense™ 10 Standard
Operating pressure range (cm H ₂ O)	4-20	4-20	4-20	4-20	4-20
Maximal inspiratory pressure (cm H ₂ O)	Max pressure: 4 Min pressure: 0	Max pressure: 4 Min pressure: 0	Max pressure: 4 Min pressure: 0	Max pressure: 4 Min pressure: 0	Max pressure: 4 Min pressure: 0
Therapy modes					
CPAP	✓	✓	✓	✓	✓
AutoSet	✓	✓	✓	✓	✓
AutoSet for Her	✓	✓	✓	✓	✓
Product features					
CPAP detection	✓	✓	✓	✓	✓
SD-PA detection	✓	✓	✓	✓	✓
CPAP detection	✓	✓	✓	✓	✓
AutoPAP™ with sleep event detection	✓	✓	✓	✓	✓
Deep Breaths™ workload with CPAP	✓	✓	✓	✓	✓
SmartClear™ tube features	✓	✓	✓	✓	✓
• Tap/Track On	✓	✓	✓	✓	✓
• Personal Therapy Assistant	✓	✓	✓	✓	✓
• Bluetooth connectivity	✓	✓	✓	✓	✓
• Sleep Time	✓	✓	✓	✓	✓
• Sync over the air software updates	✓	✓	✓	✓	✓
AutoSet Response control setting	✓	✓	✓	✓	✓
Optional external	✓	✓	✓	✓	✓
Subscription support (see Res to Go)	✓	✓	✓	✓	✓
Specifications					
Approved CE, FCC, RoHS	✓	✓	✓	✓	✓
Device Control with SmartClear™	✓	✓	✓	✓	✓
Size					
Built-in battery technology	✓	✓	✓	✓	✓
Bluetooth capability	✓	✓	✓	✓	✓
Light™	✓	✓	✓	✓	✓
AutoSet™ with external sensor	✓	✓	✓	✓	✓
Setup options					
SmartClear™ (see Res to Go)	✓	✓	✓	✓	✓
High-resolution flow or SD card (CPAP mode)	✓	✓	✓	✓	✓
Temperature and humidity sensors (AutoSet/CPAP mode)	✓	✓	✓	✓	✓

NEW FEATURE

10112565 - AS11 vs AS10 Comparison Table