

Joint Promotion



International Hospital of Bahrain W.L.L.

How Medicine Should Be



PURPLE CLUB



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Honorary Chief Editor: Dr. Faysal S. Zeerah

EDITORIAL TEAM

Mr. Chris J. Lewis	Editor-In-Chief
Mr. Gerald Bennis	Associate Editor
Ms. Ailyn Fiel	Associate Editor
Mr. Bryan Boter	Graphics & Design

CONTRIBUTORS

Ms. Ailyn Feil	Nursing Supervisor
Mr. Mohd Nabeel	Director CRD
Dr. Orville Gundran	Director QPS
Mr. Salian Shrinivas	Director Informatics
Mr. Sanjai Kumar	Director Human Resources
Mr. Tim Gardner	Administrator
Mr. Vincent Soares	Director Development

Our Mission

We are dedicated to clinical excellence, superior patient service and safety, with unparalleled passion. We are committed with reverence to our calling of patient care, its continuous improvement and innovation.



Mr. Tim Gardner
Administrator

Alert Codes

It is important that we are all familiar with the Hospital's emergency alert codes, and how to raise an alert. Dial 555 (this is the priority call through to the 24 Hour Reception Desk) and state the code color, the location, and the basic details of the emergency.

For example: "CODE BLUE. ADULT. EMERGENCY ROOM". The Emergency Alert Codes are as follows:

- CODE RED: FIRE
- CODE BLUE: MEDICAL EMERGENCY
- CODE ORANGE: HAZMAT INCIDENT
- CODE BLACK: EVACUATION
- CODE PINK: CHILD/INFANT ABDUCTION
- CODE GREEN: SECURITY INCIDENT

For the well being of our patients, our staff and yourself please ensure you are fully aware of the alert codes. It could save a life.

NEWS IN BRIEF

1. Congratulations to Mr. Tim Gardner on the submission of his Msc. 'Healthcare Ethics & Law' dissertation. Good luck, and enjoy your graduation ceremony in due course.
2. An IHB Open Day is scheduled for Sunday 10th August.
3. IHB and AMEX enter into a joint promotion for AMEX card holders.
4. A delegation from the World Bank visits IHB.

Quote of the Month

"I can't change the direction of the wind, but I can adjust my sails to always reach my destination."

Jimmy Dean

Our Vision

By 2020, the International Hospital of Bahrain shall be the best teaching Hospital in the Kingdom with its exceptional people, high technology and compassion in service.



International Hospital of Bahrain W.L.L.



International Hospital of Bahrain & American Express

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- Routine Dental Assessment
- Follow-Up Appointment

For more details:

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Hawaii Visitor



A delegation from the World Bank, commissioned to look into mandatory National Health Insurance, visits International Hospital of Bahrain.



Visit our social media page



International Hospital of Bahrain W.L.L.

OPEN DAY

SUNDAY, 10 AUGUST 2014 - 8:00AM - 5:00PM
ALL CLINICS OPEN

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1759 8200













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Dr. Bijosh Jose
Dr. John Meakkara
Dr. Nabil Mattar
Dr. Saurabh Verma
Dr. Suvil Manjukuran
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Dr. Farooq Ahmed
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Dr. Ashraf Abbasy
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 NEPHROLOGY and RENAL DIALYSIS UNIT
Dr. Hatem Abdel Aziz Abed
Dr. Nader Ghobrial
 NEUROSURGERY
Dr. Samy Gouda
 NEUROLOGY

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Dr. Amaal Kareem Ali
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Dr. Ghoneimy Abdeel Azeem

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Dr. Robert Dennerlein
Prof. Christian Gilfrich
Prof. Samir Badawy
 ANAESTHESIOLOGY and PAIN CLINIC
Dr. Dayakumar Udayshankar
Dr. Avijit Gaikwad



Services Available 24/7

- Accident & Emergency
- Ambulance
- High Dependency Unit (HDU)
- Intensive Care Unit (ICU)
- Laboratory
- Sleep Lab
- Neonatal ICU
- Paediatric Clinic
- Pharmacy

HEALTH INSURANCE DIRECT SETTLEMENT

- AETNA Global Benefits
- ALLIANZ Worldwide Care
- AXA PPP International
- BUPA Arabia
- BUPA International
- MSH International
- CIGNA SAICO Benefits Group
- T'AZUR
- Total Care Saudi (TCS)
- Mednet
- HTH Worldwide/GeoBlue
- TRICARE



Time Management

Source: Motivational Articles



Mr. Sanjai Kumar
Director Human Resources

What have you done today to move you closer to your dreams? Are you expecting to wake up one morning and suddenly do everything to achieve your dream in just that one day?

Aristotle said, "We are what we repeatedly do." Success is a daily habit. It's the little things you do every day that will get you to your destination.

First Things First

Stephen Covey, in his inspiring and life changing book "The 7 Habits of Highly Effective People" asks the question: "what one thing could you do (you are not doing now) that if you did on a regular basis, would make a tremendous positive difference in your personal life?"

It does not have to be a huge thing. Neither does it have to be something that requires a huge investment of time, energy or resources on your part. It just has to be something that you can do consistently.

You will discover that you will eventually be doing more of that one thing than you could have thought possible when you started. Over time, it will make a huge difference. Stephen Covey further adds that "it's usually not the dramatic, the visible, the once-in-a-lifetime, up-by-the-bootstraps effort that brings enduring success. Empowerment comes from learning how to use this great endowment in the decisions we make everyday."

He called this habit "putting first things first." I like that name because often we do not put first things first. We put things which matter most at the mercy of things which matter least.

We subordinate our dreams for our jobs, our bosses, our friends, our parents and a whole lot of other people and activities. We should instead place our hopes and dreams as the most important thing everyday.

Time Management Matrix

One guide that will help you decide whether something should take up your time or not is the time management matrix. In this matrix, which may be drawn as a quadrant, there are basically four groups of activities. There are those things that are urgent and not important; those that are urgent and important; those

that are not urgent and not important and those that are not urgent and important.

Do The Important Things

What we need to do is concentrate on the things that are most important. The hard part is that these are usually the things that are not urgent. Yet they are things that will make the biggest difference to our lives.

If you have not done anything today to get you closer to your dreams you are not a dreamer, you are a wisher. Wake up and do something about it or watch the dreamers take hold of their dreams, one little step each day.

In the words of Jim Rohn, "Motivation is what gets you started. Habits is what keeps you going." Develop the habit of putting first things first today. Work on your dreams each and every day.



Wearable Computing: 10 Things You Should Know

Part 1 of 2



Mr. Salian Shrinivas
Director Informatics

Wearable computing may have seemed impractical and excessive in the past, but with the new year comes a new trend: functionality.

Without a doubt, wearable technology is the most prevailing topic in early 2014. Call it out on its hype, but it stands to reason this trend will not only stay with us, but become integrated into society and useful in everyday life. Here are 10 things we think you should know about wearables and the many directions they're headed:

1. Health and fitness wearable's will continue to reign in popularity

Activity monitors, heart-rate monitors, and pedometers are among the most common devices, taking shape in wristbands, watches, clothing, and accessories. Fitness enthusiasts love to track movement, vitals, body temperature, sleeping patterns, and speed. According to Gartner, apps and services for personal health and fitness may generate up to \$5 billion by 2016.

2. Wearables are moving away from the face and wrists

Glasses and wristbands probably come to mind first when you hear wearable computing. But in order to appeal to the general public in the future, companies must combine technology with everyday items. Sensors and wires embedded in clothing, jewelry, headphones, and shoes will gain traction. Wristbands are the most accepted and demanded wearable, which leaves us anxiously awaiting devices like Apple's iWatch.

3. Look out for brave attempts at fashionable bluetooth jewelry and clothing

In order to appeal to more women, developers have released necklaces and other pieces that flash or sound, alerting the wearer of incoming messages. Angela McIntyre, research director for Gartner Inc., spoke about having seen models of wired evening gowns and leather bracelets that communicate via vibration, light, and sound.



4. To better appeal to the mass market, companies will focus on design

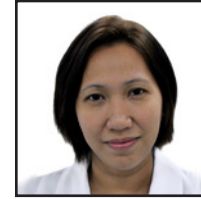
It's a subtle but especially relevant point of growth for developers to make sure wearables can reflect individual styles and personalities. As the technology becomes more widespread and affordable, people who scoffed at Google Glass will soften to the idea of staying connected via these devices. That is, as long as they're unobtrusive and somewhat fashionable. This is the next step in removing the social stigma.

5. Kickstarter fueled the wearable revolution, and it's still rapidly growing

Pebble broke records on Kickstarter and put smart watches on the map. Founder Eric Migicovsky planned to raise just \$100,000, but hit \$10 million with more than 85,000 backers. It proved that people will pay for practical (or, perhaps even impractical) wearable devices.

Styles of Leadership in Nursing

Reference: Rnpedia.com



Ms. Ailyn Feil
Nursing Supervisor

In every workplace and management, there are different styles of leadership. Leadership is crucial in nursing management for it involves a role in managing the staff as well as the entire nursing facility.

A nursing leader is chosen either a nurse manager who is assigned the obligation of handling one unit, or a nurse executive who is responsible for the operations of all in-patient nursing units. Generally, an effective nurse leader already has experience of leadership and managerial skills and he/she is capable of managing problems or issues that are faced by the healthcare facility.

How to Become One?

After a nurse graduates from a nursing school and gets the Registered Nurse (RN) license, one normally possesses some fundamental leadership skills to apply to direct patient care. As one gets more experienced and advances in the post then he/she would be required to learn more on leadership.

There are actually many leadership courses offered in colleges and universities, professional education facilities, and even large public and private hospitals.

What are the Leadership Styles in Nursing?

There are two types of fundamental leadership styles, the democratic type and the autocratic. For the democratic, a nurse leader would engage his nurses in decision-making and let them carry out work in an independent manner. This can also be referred to as positive leadership. In this type of leadership, the nurse leader tries to ensure that the whole unit works as a team to get the tasks done. In positive leadership, incentives and positivity are usually used as tools.

Whereas, for autocratic, a nurse leader would provide instructions without looking for inputs and superintend his nurses in a close manner, also referred to as direct leadership. In autocratic leadership, the nurse leader would direct all the nurses under their command as to what to do, staff's duties and responsibilities and see to it that everything gets completed accordingly.

Now, a nurse leader who has a considerable amount of work experience would select a leadership and management style that would work best in any circumstance. For instance, he/she might play a democratic kind of role when it is time to purchase new equipment for their nursing section. He/she can arrange to buy equipment that is required by nurses, and then allow them to utilize it individually as needed. But from the other point of view, he/she might act as an autocrat when dealing with less experienced nurses, giving only one-sided instructions, and closely oversees their work.

It is important to note that the role of nurse leaders needs to be very stress and tension-free while managing things, as they work in a critical life and death situation where every moment counts, and where temperamental or emotional behavior is not accepted. They definitely need to be able to fully concentrate on what they do, as it may be a question of someone's life and health.

For those who want to become one in the future, it is imperative to choose, under what circumstances to be democratic and/or directive in managing nursing staff and facility.



Fatigue and Its Potential Impact on Patient Safety

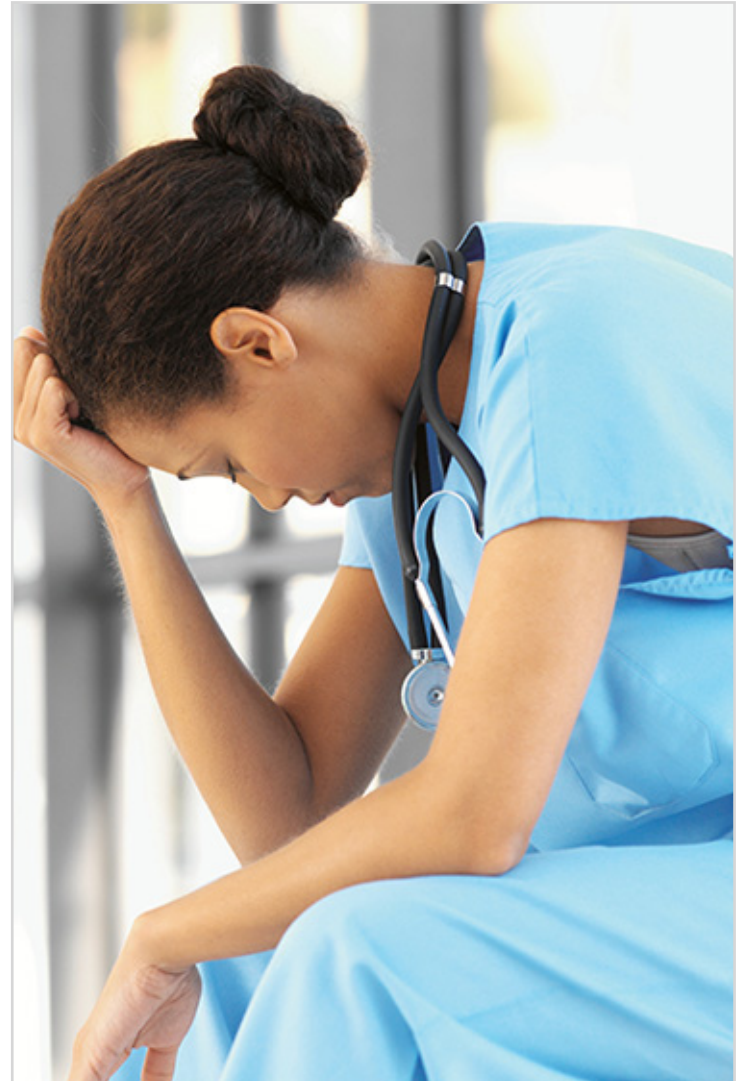


Mr. Tim Gardner
Administrator

There are basic tenets we all learn growing up: wash your hands frequently, brush your teeth, eat your vegetables and get a good night's sleep. While all of us know the importance of each of these fundamental principles, there is significant variation in adherence observed in the population. You know who you are. Of relevance to this particular article is the last principle and its importance not only to your well-being, but your patients as well. On December 14, 2011, The Joint Commission (TJC) issued a Sentinel Event Alert titled "Health care worker fatigue and patient safety". TJC typically issues such an alert when it observes an unusual frequency of events that raise concern for patient safety and quality of care. The TJC policy in regard to sentinel events states that it reviews organization activities in response to sentinel events in its accreditation process as part of its mission to continuously improve safety and quality of health care to the public. As TJC acknowledges, the link between fatigue and adverse events is well-documented in the literature. Patients and health care workers can be harmed and efficiency diminished as a result of worker fatigue. While it acknowledges that the problem of fatigue is multi-factorial, TJC focuses its alert on the risks of an extended work day and accumulation of such extended days. As TJC articulates, fatigue can result from either an insufficient quantity of sleep or an insufficient quality of sleep over an extended period of time. Problems that can be exhibited include:

- Lapses in attention and inability to stay focused.
- Reduced motivation.
- Compromised problem-solving.
- Confusion.
- Irritability

So what can we do to ensure our staff are afforded adequate sleep? First, you can make sure you are aware of this recent Sentinel Event Alert and the various actions TJC suggests hospitals take to guard against health care worker fatigue. For instance, hospitals should do the following: Assess for fatigue-related risks, including off-shift hours, consecutive shift work and their respective policies and procedures. Assess hand-off processes and procedures.



Encourage staff input in designing work schedules and provide opportunities for staff to express concerns about fatigue. Create and implement a fatigue management plan that includes scientific strategies for fighting fatigue. Educate staff about sleep hygiene and impacts of fatigue on patient and worker safety. Encourage teamwork to mitigate against the effects of fatigue. Consider fatigue as a contributing factor in all adverse events.

"As The Joint Commission acknowledges, the link between fatigue and adverse events is well-documented in the literature. Patients and health care workers can be harmed and efficiency diminished as a result of worker fatigue."

The Six Elements of a True Patient Safety Culture

Reference: Oh, J. (2012). *6 Elements of a True Patient Safety Culture*. Retrieved from <http://www.beckershospitalreview.com/quality/6-ele->



Dr. Orville Gundran
Director QPS

1. Patient safety culture starts at the top - It would be difficult to establish and maintain a patient safety culture if it did not start at the highest level of the healthcare organization. In brief, governing boards, directors and executive leadership **MUST** promote a culture of safety and make the commitment evident to the rest of the organization.

2. Patient safety culture is driven by a vision - Healthcare leadership must create a vision that will drive the organization's patient safety culture. This requires executives and board members to conduct a gap analysis to understand where the organization exists in the spectrum of safety and where it wants to be.

3. Patient safety culture involves everyone at every level - Once the gap analysis is completed, everyone must be involved in developing the action plans necessary to close the gap and improve the quality and safety for every patient. Action plans developed without the input and buy-in of staff members and physicians will eventually fail.

4. Patient safety culture requires some evolution - The patient safety culture is not a one-size-fits-all solution. Healthcare organizations are complex structures, comprised of many different units with different needs, different staff members and different patients. Ultimately, this means safety cultures will need to change and evolve to fit the organization's needs.



5. Commitment to patient safety culture is consistent - The leadership must always look at ways to improve systematic processes in order to prevent future adverse events from occurring — rather than punishing the individual that made the mistake.

6. Patient safety culture ultimately transcends the leadership - Eventually, successful implementation of a patient safety culture should come full circle. In other words, the best measure or indicator of whether an organization has achieved a culture of safety is to see how well the organization continues to thrive once there is a change in leadership.

What is Social Media Marketing? And How Social Media Marketing Can Help You



Dr. Mohd Nabeel
Director CRD

Social media marketing is the process of marketing through social media sites like Twitter, Facebook, Instagram and YouTube. By utilizing the social aspect of the web, social media marketing is able to connect and interact on a much more personalized and dynamic level than through traditional marketing.

A social media marketing strategy can be as simple as having a company blog, a Twitter account, or attaching "Digg This" and "Tweet This" tags to the end of articles. It can also be as complicated as having a full campaign that encompasses blogs, Twitter, social networking and viral videos through YouTube.

Social Media Marketing and Blogs

In many respects, blogs can serve as an extension of traditional media. Much as review copies might be sent to traditional media outlets like newspapers and magazines, they can also be sent to popular blogs on the subject.

Blogs also offer the opportunity to put together 'virtual tours'. For example, many authors have gravitated towards having virtual book tours, which allows them to reach their fans without the travel expenses. These virtual book tours can include author interviews and Q&A sessions as well as book reviews and book giveaways.

Social Media Marketing and Social Networking

It has become increasingly important to have a presence on social networking sites like Facebook and MySpace. In addition to these popular social networks, there are also many specialized social networks that might be the perfect place to set up camp for specific products.

Social networks not only give the marketer a place to get the word out, they also provide a place to interact with customers and allow customers to interact with each other. This can be a great starting point for the marketing to go viral and pick up a grassroots effort.

Social Media Marketing and Twitter

Twitter has picked up a lot of steam in the last year for being a great place for social media marketing. While

Twitter has grown far beyond its microblogging roots, it is get the word out, it is just as important to add a personal touch rather than relying on RSS feeds to deliver stale press releases or simply repeat the company blog. In addition growing the amount of followers, Twitter can be particularly effective when interacting with customers and fans.

Social Media Marketing and YouTube

Some of the most effective social media marketing strategies center around YouTube and the viral video. While often more time-consuming and expensive, YouTube can easily become the centerpiece of a larger social media campaign.

Because of its social nature, YouTube can be a great way to interact with customers and get them involved with the marketing as well as the product. An excellent example of social media marketing on YouTube done well was Microsoft's response to the "I'm a Mac" commercials. Rather than face Apple head on through commercials, Microsoft engaged in a viral "I'm a PC" marketing campaign that centered around customers uploading their own "I'm a PC" video responses. This type of customer interaction is at the core of what social media marketing is all about and is the cornerstone for building an effective strategy.

The more you interact with the customer, the more brand loyalty you build.



Saving Energy in Hospitals



Dr. Vincent Soares
Director Facility

Studies have shown that 23% is the average energy that goes to waste in a hospital. This can be quite a shocking figure to most since it accounts for nearly a quarter of a hospital's power usage.

Becoming a power efficient hospital requires major changes to be made to infrastructure and development. However it is possible to reduce this wastage by 10% with little or no cost. This can be done by simple changes in all rooms, departments, utility and medical equipments like adjusting required temperature set points and making sure power consuming items are not left switched on when no one's around or using them.

Some of the steps that IHB has taken over the years to be more energy efficient include energy efficient lighting, upgraded building infrastructure through better insulation and roofing, installation of skylights, and adjusting ventilation requirements. Through constant education we aim to stamp out energy waste and find more cost effective and green solutions that are not only efficient but also keep up with our standard of patient quality and safety.



BIRTHDAY CELEBRANTS

August

1st - Muhammed P.M Ismail
Finance

1st - Jason Lim Duenas
Finance

1st - Dr. Sameh Shawky Ali El Batch
Intensive Care Medicine

2nd - Priscilla Ann Hinojales
Ward 1

3rd - Magdy Hussein Helmy
Legal

3rd - Dr. Salil Bharadwaj
Plastic & Aesthetic

6th - Amina Abbas Salman Shaban
Finance

8th - Vladimir Luis Subang
Ward 1

12th - Nawal Mohamed Ali Marhoon
Radiology

15th - Beverly Barroquillo
Ward 1

18th - Tahani Yousif Jaffar Ali
Finance

19th - Dr. Ann Sabah Jawad Bahiya
OB & GYN

21st - Joselito Zafaralla
Nephrology

21st - Abdulmohsen Muslem Husain
General Administration & Support

21st - Ahmed Ali
General Administration & Support

24th - Minu George
Ward 1

27th - Hussain Hasan Ali Abdulla Isa
General Administration & Support

30th - Jaafar Abdulla Nesaif
General Administration & Support

30th - Priya Jacob
Pharmacy

31st - Salman Ahmed Hasan Salman
General Administration & Support

FUN QUIZ

Congratulations to Ms. Hina Rauf, Trainer, HR Department, for being the lucky winner for the raffle of all those who submitted the correct answers to last month's Fun Quiz.

1. What are the 6 elements of a patient safety culture?

2. What problems can be exhibited by 'worker fatigue', and what can be done about it?

3. When is the next IHB Open Day scheduled for, and what is available for 'free' on this day?

4. With which company has the IHB entered into a 'joint promotion' and what are the benefits to its card holders?

5. What does MIB stand for, and what 'free' benefits are there to MIB 'Purple Card' holders?

Email your answers to priscilla@ihb.net before 10th August 2014.



SOMETHING TO READ ABOUT



INFORMATION TECHNOLOGY FACTS

<http://www.marketwatch.com>

- Seagate Technology was originally named Shugart Technology.
- Windows was originally named Interface Manager.
- IBM, which stands for International Business Machines, was an exaggerated name derived from NCR, National Cash Register.
- The world's first one gigabyte disk drive was announced in 1980. It weighed 550 pounds and had a price tag of \$40,000.
- Adobe Photoshop was originally called Display, then ImagePro. It was not developed by Adobe, but licensed from a college student named Thomas Knoll in 1988.
- The precursor to today's GPS car navigation system was released in 1985. It was the ETAK Navigator and used a computer with a dead reckoning program to navigate.



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