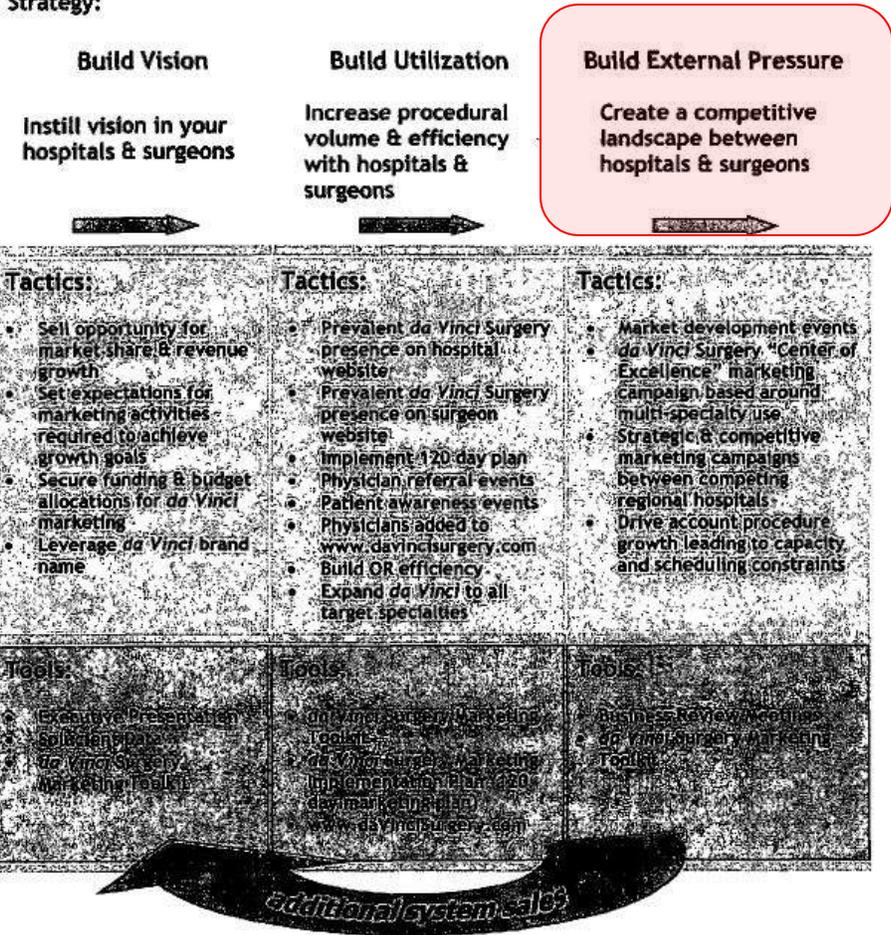


**Systems Marketing
2008 Objective & Strategy**

Objective:

- Initiate and build robust greenfield *da Vinci*[®] Surgery Programs
- Drive patient awareness and demand for *da Vinci* MIS surgery
- Create demand for additional *da Vinci* System acquisitions at existing accounts

Strategy:



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da Vinci System Marketing Strategy - PN 871843 Rev. A 12/07
 While studies support the use of Intuitive Surgical products as an effective tools for use in minimally invasive surgery, individual results may vary.