

Activinsights launches professional wearable at Medica

Activinsights Ltd is launching the latest in personalised evidence-based lifestyle reports designed to assist healthcare professionals in the diagnosis and management of specific conditions such as obesity, diabetes and circadian rhythm disorders. The objective lifestyle insights are generated from data recorded and processed by the Activinsights Band, a new generation of wearables designed specifically for use by healthcare professionals.

Since 2008, Activinsights has been working directly with established world leaders in research, academia and healthcare professionals, empowering them to educate patients and improve health through the provision of lifestyle insights.

It is a recognised fact that wearables have a strong role to play in meeting future healthcare needs as they can provide objective measurement of lifestyle and other key factors. The Activinsights Band is based on longstanding experience of the successful design and technological development of wearables within the healthcare industry. It measures movement and intelligently determines behaviours. The data collected is then efficiently analysed to determine and visualise objective lifestyle patterns. The Activinsights Band is quick and easy to use and can be fitted in just a few minutes, providing healthcare professionals with a low-risk intervention and assisting them in the diagnosis and management of specific conditions such as obesity, diabetes and circadian rhythm disorders.

Once the patient has worn the device for a selected wear period, the data is uploaded wirelessly with a single button press and a comprehensive personalised evidence-based lifestyle report is then automatically generated for discussion. The personalised lifestyle report empowers healthcare professionals with objective insights of their patient's typical week. This supports dialogue around the diagnosis and management of a variety of

conditions including obesity, diabetes and sleep disorders. The report facilitates target setting through understanding and modifying lifestyle.

Importantly, the Activinsights Band does not record location data or hold any directly-identifying personal information. All data is recorded and processed in accordance with the Coelition standard to give confidence and transparency to both patients and healthcare professionals.

Activinsights will be launching the Activinsights Band with evidence-based lifestyle reports at Medica, Hall 15, stand B20, 11-15th November 2014, Germany

ENDS.

Caption: Leading the way in lifestyle measurement to promote change for better health

Product images, sample reports and biographies of key team members are available on request:

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Additional information:

1. Activinsights Ltd specialises in technologies for behaviour measurement and change with several registered trademark brands.
Activinsights: Works directly with the healthcare professional, allowing them to educate patients to help improve their overall health through the provision of lifestyle insights.
GENEActiv: Specialises in wrist-worn, raw data accelerometers for academics in an open source environment.
Oralinsights: Provides a revolutionary educational and diagnostic system, allowing dentists to educate their patients on how to achieve an improved level of oral hygiene.
All data services, device manufacturing and distribution are managed from the company's UK headquarters in Kimbolton near Cambridge and are supplied globally to the professional and research markets.

Number of employees:	1-19
Sales volume:	1-9 mio US \$
Export content:	25-75%
Year of foundation:	2008
Area of Business:	Electromedical equipment / medical technology Diagnostics Information and communication technology

2. Coelition is a not-for-profit membership organisation that supports the development of open global standards for the measurement and recording of real human behaviour with data protection designed in. For more information go to: <http://coelition.org/>