



Premiere at the IFA 2019: Optimal mobile health management with medisana's new smart, networked Connect devices

Neuss, 02.09.2019. When it comes to the fundamental topic of health, an increasing number of people don't want to leave things to chance. Rather, they want to know about their own vital signs, monitor them regularly, and actively contribute to them. All this requires knowledge – knowledge about your own health data. medisana is a pioneer in the field of mobile health, and provides products and integrated solutions for optimal personal health management. At the IFA 2019, medisana will present seven new Connect Highlight products – all smart mobile health products that provide an interface between medicine and modern lifestyles. Particularly in the field of personal health monitoring, they guarantee improved mobility, flexibility, independence and safety. With these new products, medisana is once again underlining its expertise in the field of smart, mobile product innovations. And demand is vindicating medisana's approach: the Connect products are extremely popular with consumers. The VitaDock+ app will probably hit the 1 million user mark before the end of the year. medisana also sees this as confirmation of its decision to consolidate its strategy: "Our Connect segment is still a major focus for our product innovations. This is where we see the ongoing development of our expertise. Our innovative medisana Home Care Robot is a logical extension of this", says Marketing Director Anja Schimmelpfennig.

The new **medisana Home Care Robot** is a digital companion for everyday life. Thanks to the voice command function it is easy to operate, and is primarily intended to give older people uncomplicated access to digital services and provide them with support. The artificial intelligence function provides communication and entertainment, and thanks to its emergency function, it also ensures greater safety for users and their relatives. But the robot can do even more: when integrated with the medisana VitaDock+ app it serves as a platform for daily health monitoring. It reminds users, for example, to take daily measurements and, in conjunction with medisana's Connect devices, it can provide ongoing monitoring of vital signs such as blood pressure, blood sugar, weight, activity, temperature and blood oxygen.

Against this background, medisana is presenting further Connect highlights, such as the new BS 500 connect wireless body analysis scales and two new smartwatches: the BPW 100 connect blood pressure monitor and the GlucoWatch connect for measuring blood sugar. Not only do the new **BS 500 connect body analysis scales** measure weight, they also analyse body fat, body water, muscle mass and bone mass. In addition, the scales also calculate the user's BMI (body mass index), and have an integrated calorie requirement tool. Every time users weigh themselves, the scales also measure heart rate because the human heart rate in resting position, the so-called resting heart rate, gives an indication of a person's general fitness level. Thanks to the scales' WiFi connection, data transfer to the VitaDock app is even faster than before, and measurements are visible in real time. medisana is also releasing its first portable blood sugar watch, the **medisana GlucoWatch connect blood sugar watch** with Bluetooth® 4.0. It also links to the VitaDock+ app. It has a glucose warning feature with traffic light display, and can take measurements in mg/dL or mmol/L. It is also equipped with a reminder function. The watch's healthcare management features are perfectly rounded off with an integrated pedometer and sleep monitoring – perfect for those who like to have their vital signs and health data at their fingertips, reliably and clearly displayed. To make measurements easier, the display can also be removed. The **medisana BPW 100 connect blood pressure watch** with integrated Bluetooth® 4.0 and VitaDock+ app connection now also forms part of the innovative medisana Connect range. Thanks to the inflating technology which controls the inflation of the cuff, this certified medical device offers faster yet equally accurate measurement results. The time and number of measurements per day can be individually adjusted.

Reliable measurement of all physical activities is guaranteed by the new **Vifit Run activity tracker**, which transmits its results via Bluetooth® to the VitaDock+ app for iOS and Android and to VitaDock Online. The Vifit Run is equipped with a step and calorie counter and dynamic heart rate measurement. It also measures activity duration and sleep quality. Users can set individual daily goals with a reminder function, and incoming calls and SMS, WhatsApp, and Facebook Messenger messages are shown on the display. The activity tracker has five heart rate training zones: warm-up, fat-burning, aerobic, cardio, and high intensity. It is also waterproof to a depth of 50 metres (5 ATM). In sleep mode, it records movement during sleep and sleep duration. The varied features are rounded off with a practical alarm function with vibration setting, date, time and weather display, and a battery level indicator.

The two **medisana BU 560 connect and BU 570 connect upper arm blood pressure monitors** round off the company's innovations in the field of blood pressure monitors. They offer accurate upper arm blood pressure measurements, and are equipped with the recognised WHO classification system as well as an arrhythmia display for the detection of irregular heartbeats. Both upper arm blood pressure monitors have a particularly large, easily readable display, and calculate the average blood pressure value from the last three saved values. The BU 560 connect upper arm blood pressure monitor offers everything in one device. The measuring device is firmly integrated into the cuff, ensuring ease of use. The device automatically detects the optimum cuff firmness for arm circumferences of 22 to 42 cm. It also has a resting indicator and 120 memory slots. The BU 570 connect upper arm blood pressure monitor delivers faster, yet equally accurate measurement results thanks to its cuff inflation technology, which measures blood pressure as the cuff inflates. Its large LCD display is backlit and has 120 memory slots each for two users.

All Connect innovations transfer their data via Bluetooth® 4.0 or WiFi to the VitaDock+ app for iOS and Android, as well as to VitaDock Online. In just one app, users can access their vital sign measurements, such as blood pressure, blood sugar, weight, sleep and activity, anywhere, anytime, and can track their measurements over time in the form of easy-to-understand graphs.

The Wi-Fi body analysis scale BS 500 connect is available for the price of € 89.95 RRP. The GlucoWatch connect blood sugar watch and the BPW 100 blood pressure watch cost € 149.95 RRP and € 299.95 RRP respectively, while the Vifit Run activity tracker is priced at € 29.95 RRP. The two new BU 560 connect and BU 570 connect blood pressure monitors are offered at the price of € 79.95 RRP and € 69.95 RRP. All products in the new Connect range are expected to be available from specialist retailers and from www.medisana.de by the fourth quarter of 2019 and the first quarter of 2020.

medisana is one of the leading specialists in the home healthcare market. For over 35 years, the German company has been committed to people's health with the motto "Your health in good hands". medisana is pioneering the trend towards mobile health management, and is delivering future-oriented products for modern life in an increasingly networked world. The Neuss-based company is the German market leader in the field of massage. medisana develops, markets and sells worldwide products for health-conscious consumers in the categories of mobile health, health monitoring, wellness, sport, personal care, therapy and healthy home.

medisana GmbH

Jägerbergstraße 19

41468 Neuss

Tel.: +49 (0)2131 / 3668 0

Fax: +49 (0)2131 / 3668 5095

presse@medisana.com

Facebook: facebook.com/medisana

Instagram: instagram.com/medisanade