

The best mobile platform for personal health care.

iHealth Media Coverage

Screenshot & Link

For the first time, you can test your blood pressure and track, graph, share your blood pressure results with your iPhone, iPod touch and iPad.

The launch of the iHealth Blood Pressure Monitoring System on January 4 in the run-up to CES enjoyed strong and continuing coverage during CES. The press release recorded 1,746 views and nearly 25,000 headline impressions, including Good Morning America, ABC News, Fox and Friends, Forbes, The New York Times, CNET, Engadget and Gizmodo.

iHealth was called out the product's potential transformative impact on the mobile landscape. The New York Times hailed iHealth as one of the top four coolest gadgets at CES. Mobile Apps Showdown also selected iHealth as one of the top 10 finalists from more than 100 entries.

Selected quotes:

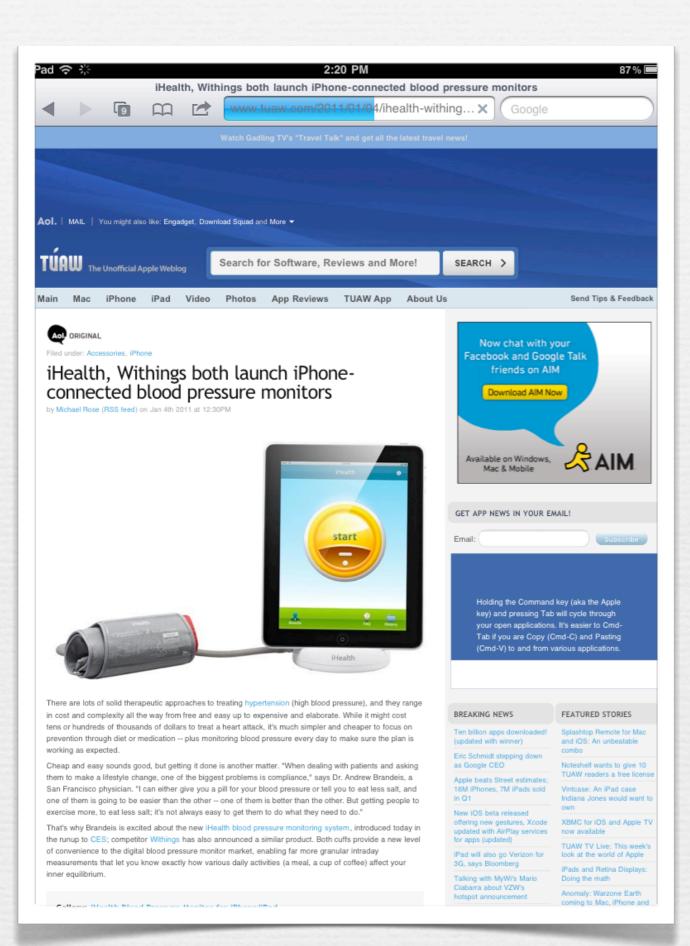
"Dr. Andrew Brandeis, a spokesman for iHealth, says the device is also part of the nascent mobile health movement in which individuals can get help and support from friends, relatives and doctors." -Forbes

"iHealth is one of those peripherals envisioned by Apple CEO Steve Jobs that doesn't just amplify the iOS devices' entertainment value, but can actually improve quality of life ." - CNET

"It's a small but significant step in what could be a big paradigm shift in medicine, leveraging the power of the connected devices to make staying healthy more convenient and more efficient." - Gizmodo

"This is a doorway to an entire new ecosystem of self-monitoring and gleaning health information about yourself,' said Dr. Brandeis." - New York Times

"iHealth blood pressure iPod dock: another sort of Apple to keep the doctor away." – ${\tt Engadget}$



TUAW

http://www.tuaw.com/2011/01/04/ihealth-withings-both-launch-iphone-connected-blood-pressure-mo/lmage Gallery

Also picked up by: <u>iPhoneAppFreelancer</u>, <u>Day</u> Life

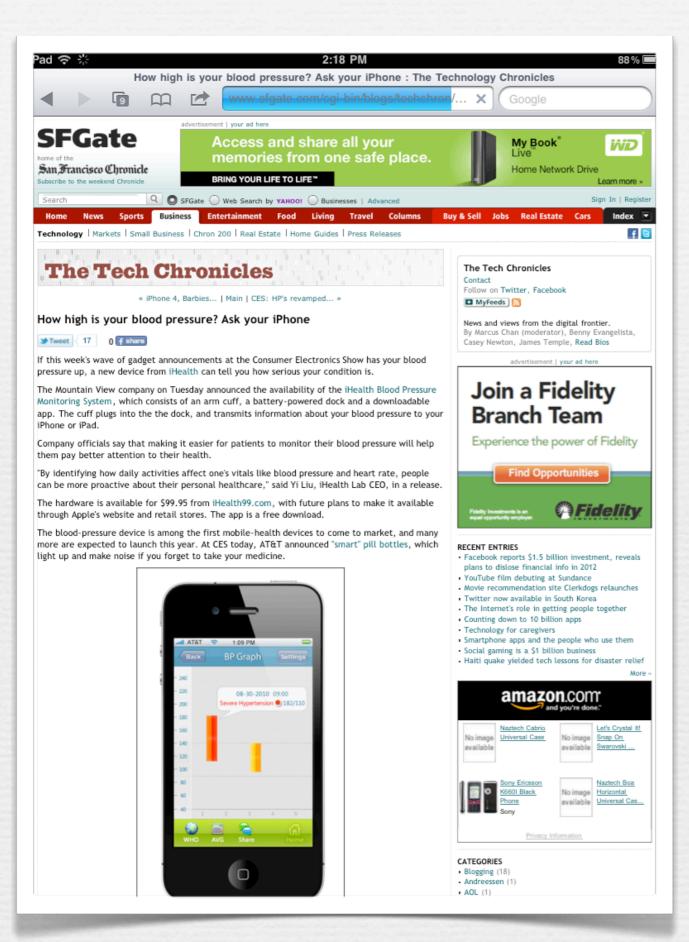
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Trendy Net News

http://trendynetnews.com/2011/01/ihealth-launches-breakthrough-blood-pressure-self-monitoring-system-for-iphone-ipod-touch-and-ipad/

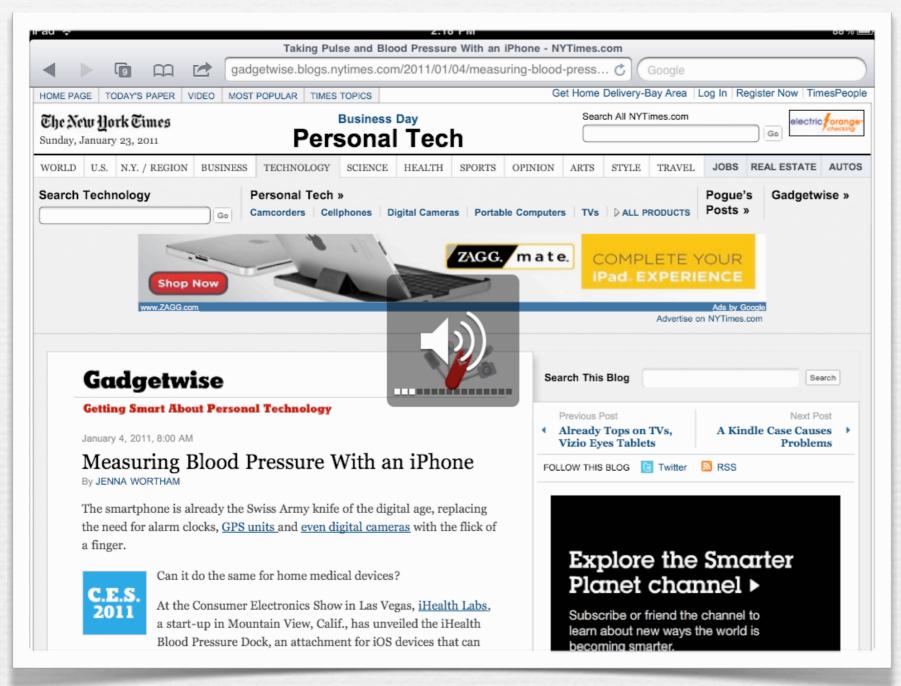
Also picked up by: London Evening Standard Review Site



San Francisco Chronicle

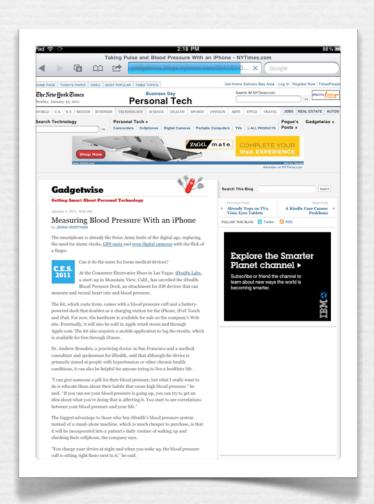
Daily Newspaper

http://www.sfgate.com/cgi-bin/blogs/ techchron/detail?entry_id=80288 San Francisco, CA 223,549



New York Times

http://gadgetwise.blogs.nytimes.com/ 2011/01/04/measuring-bloodpressure-with-an-iphone/?src=busln Also picked up by: Star Tribune New York, NY 876,638 Daily Newspaper





Blood pressure peripheral heading to Apple store?

Tuesday - January 4th, 2011 - 11:36am EST by Brian Dolan | Blood Pressure Peripheral iPad | iHealth Blood Pressure Monitoring System | iHealth iPhone | iPhone Blood Pressure Apps |

iHealth Lab, which announced the iHealth Blood Pressure Monitoring System for iPhone today, expects to have the blood pressure arm cuff and iPhone docking station peripheral on Apple Store shelves in the coming weeks. iHealth's offering includes a battery-powered hardware dock, blood pressure arm cuff and a corresponding app.



iHealth enables users to self-monitor their blood pressure at home and share the results with friends, family or care providers. The system works with the iPhone, iPad and iPod touch.

The app helps users view their blood pressure numbers, track the trend and run reports. iHealth plans to create a suite of personal healthcare devices for Apple devices.

"Empowering people to manage their personal healthcare is our passion," said Yi Liu, CEO, iHealth Lab. "The future of health management starts with the individual. By identifying how daily activities affect one's vitals like blood pressure and heart rate, people can be more proactive about their personal healthcare."

While the iHealth app is free, the blood pressure arm cuff and corresponding docking station is currently available at iHealth99.com for \$99.95. No official announcement has been made on whether or when the device will hit Apple Store shelves or if the price will change if and when it does. If iHealth succeeds in grabbing shelf space, it would be the first health-related device in Apple Stores. According to a blog post over at Forbes, iHealth's parent company is Andon Health, a Chinese company that develops conventional blood pressure monitors found in drug stores.

More over at the iHealth site here



MobiHealthNews

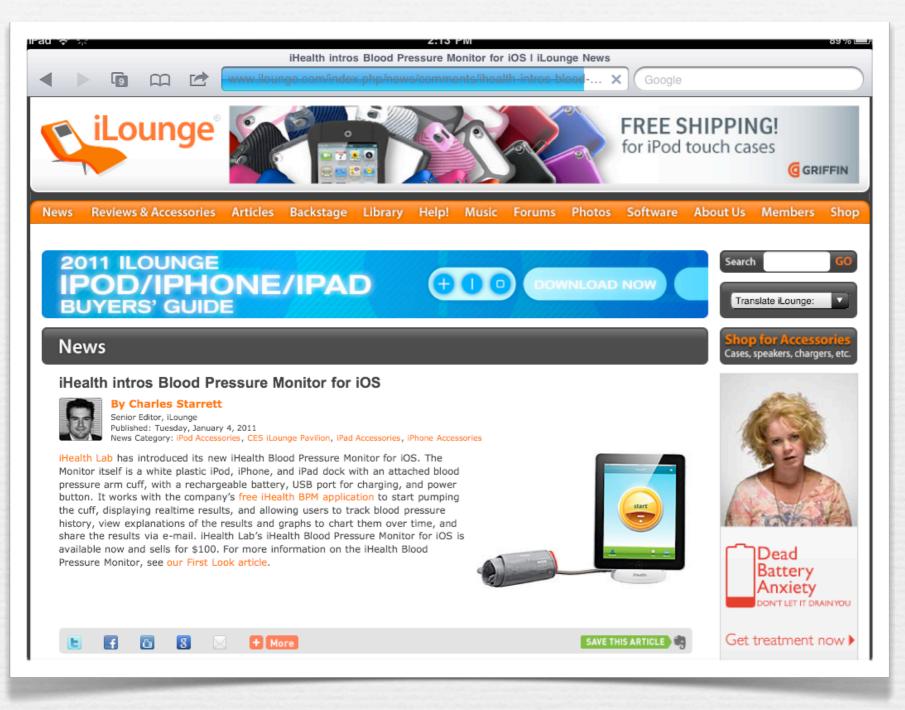
http://mobihealthnews.com/9830/ blood-pressure-peripheral-heading-toapple-store/

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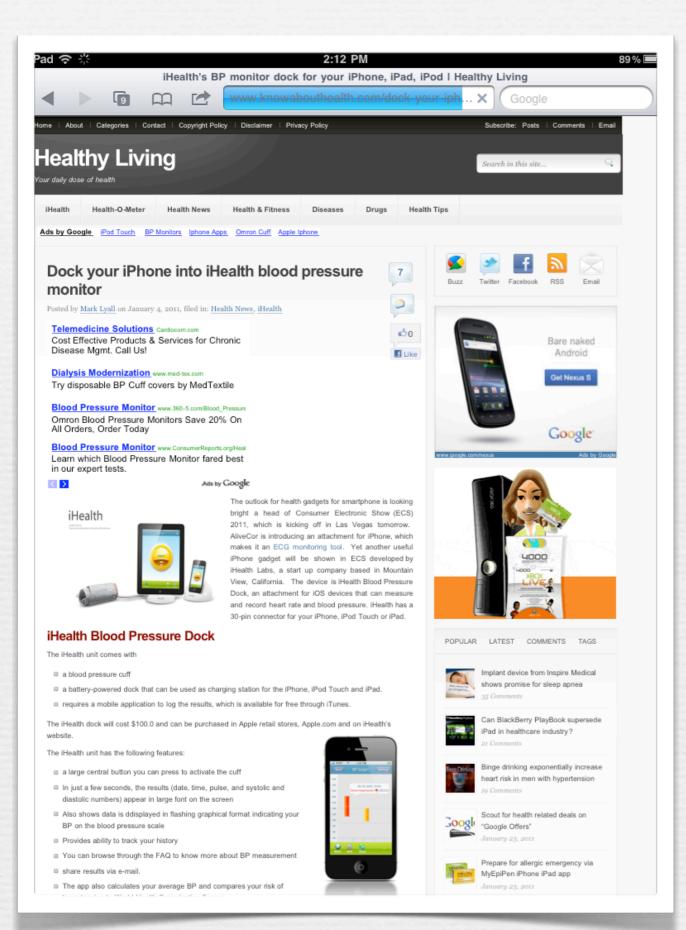
http://www.medgadget.com/ archives/2011/01/ ihealth blood pressure iphoneipodipad dock.html San Francisco, CA 48,042 New Blogs



iLounge: News

http://www.ilounge.com/index.php/ news/comments/ihealth-intros-bloodpressure-monitor-for-ios/

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Healthy Living

http://www.knowabouthealth.com/dock-your-iphone-into-ihealth-blood-pressure-monitor/7427/

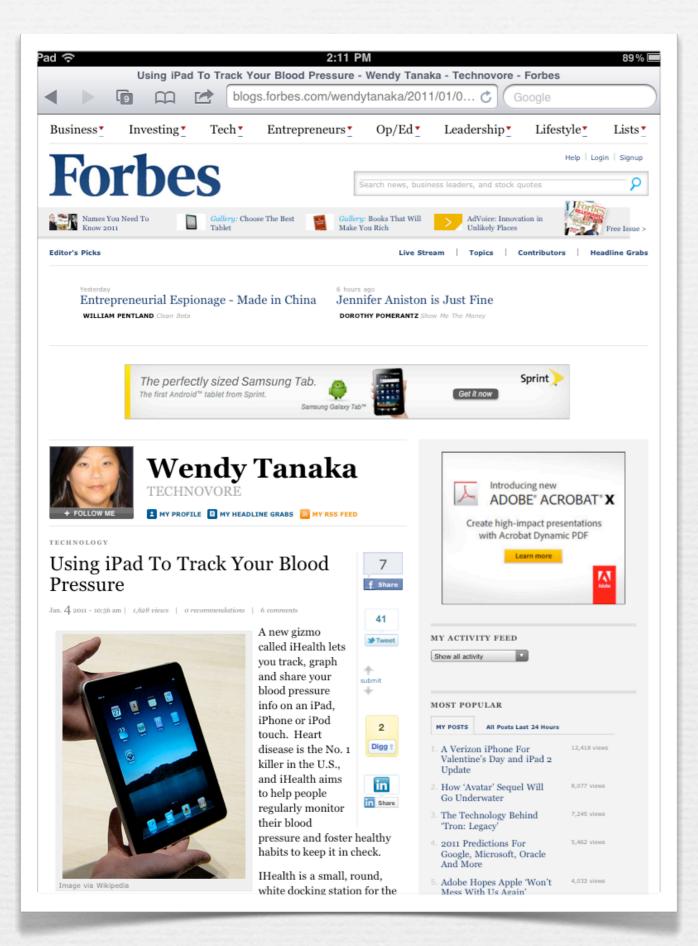
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Gizmodo

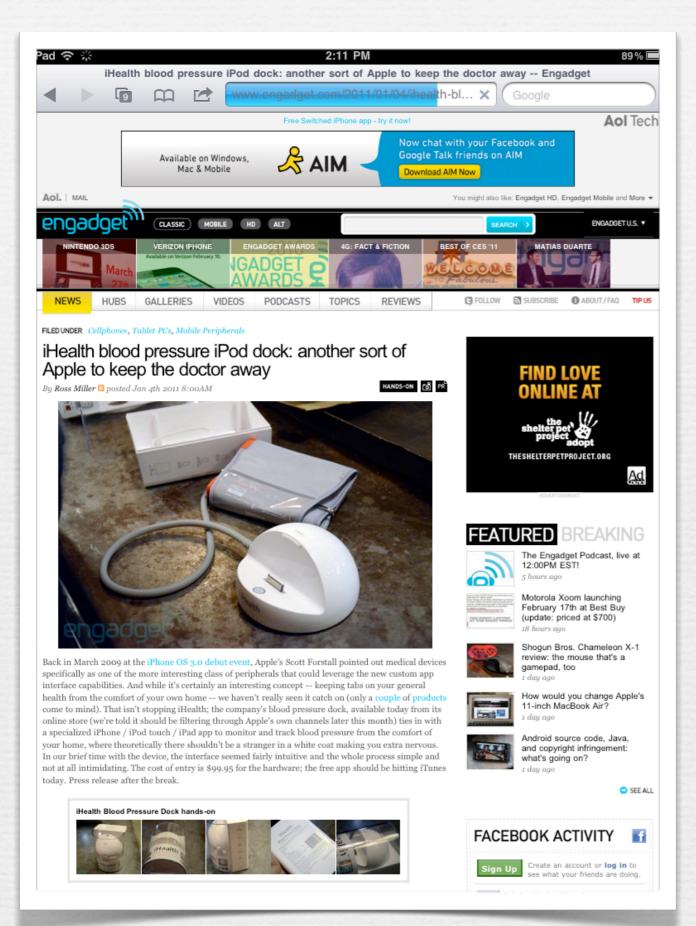
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Also picked up by: <u>Daily Gadget</u>,

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Forbes

http://blogs.forbes.com/wendytanaka/ 2011/01/04/using-ipad-to-track-your-bloodpressure/?boxes=Homepagechannels New York, NY 921,423 Online Print



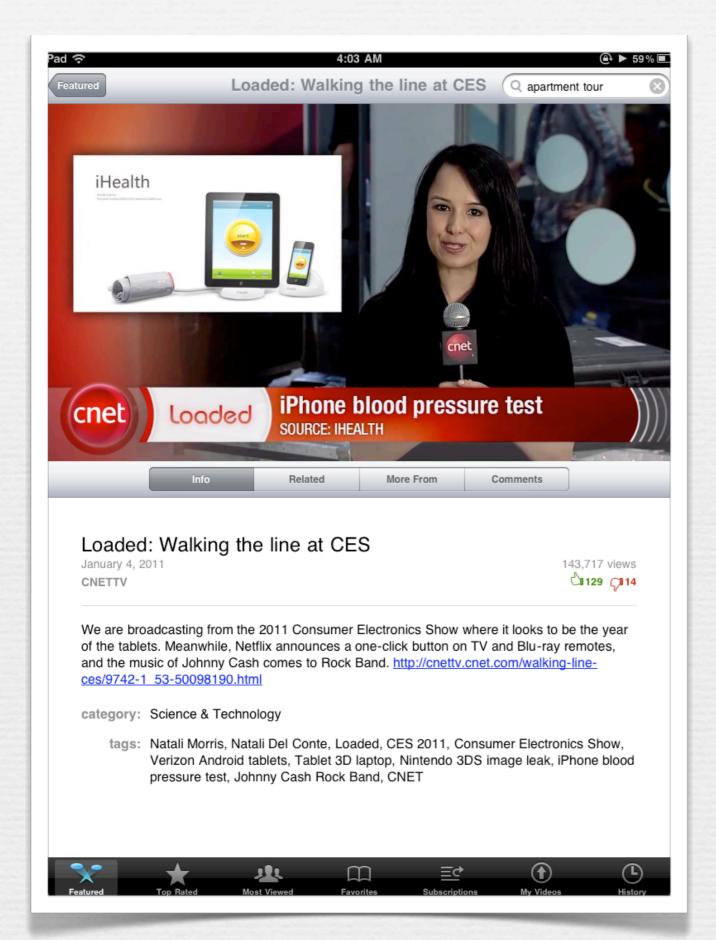
Engadget

http://www.engadget.com/2011/01/04/ ihealth-blood-pressure-ipod-dock-another-sortof-apple-to-keep/? utm_source=twitterfeed&utm_medium=twitter

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CNET Reviews

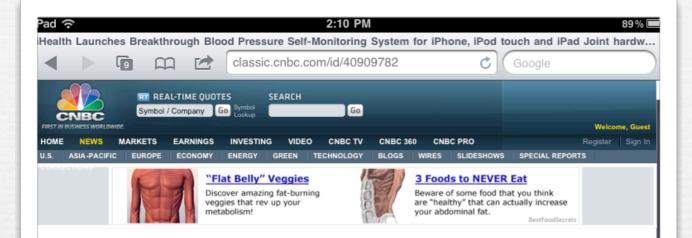
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CNET Reviews

http://reviews.cnet.com/ 2300-6448 7-10005979.html

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iHealth Launches Breakthrough Blood Pressure Self-Monitoring System for iPhone, iPod touch and iPad Joint hardware and app solution lets users test, track, and graph their blood pressure from home

Published: Tuesday, 4 Jan 2011 | 11:14 AM ET

T Text Size - +

LAS VEGAS, Jan 04, 2011 (BUSINESS WIRE) -- iHealth Lab Inc., a pioneering designer and manufacturer of digital personal healthcare products, today announced the launch of the iHealth Blood Pressure Monitoring System for iPhone, iPod touch and iPad. Comprised of a hardware dock, blood pressure arm cuff and iHealth App, this breakthrough product lets users self-monitor their blood pressure from the convenience of their home, and share the results with friends, family and most importantly, their doctor.

A recent report from Kaiser Permanente found that patients doing selfmonitoring of their vitals were 50 percent more likely to have their blood pressure under control.

"Empowering people to manage their personal healthcare is our passion," said Yi Liu, CEO, iHealth Lab. "The future of health management starts with the individual. By identifying how daily activities affect one's vitals like blood pressure and heart rate, people can be more proactive about their personal healthcare." How It Works The iHealth Blood Pressure Monitoring System lets users measure and track their blood pressure and heart rate from the convenience of their iPhone, iPod touch and iPad. The system comes with a blood pressure arm cuff and a portable, battery-powered dock allowing for quick and easy set up. The dock also doubles as a charging station for all three iOS devices.

The companion iHealth App includes an easy-to-use interface with data and graphics that allow the user to view their blood pressure numbers, track them over time, and run reports. Users can easily access previously recorded data sets, view patterns by date and time of day and create custom graphs and charts.

Users can also instantaneously share the results with their doctor, or loved ones.

"Regularly monitoring blood pressure in a relaxed, consistent setting gives users the most reliable information on the status of their cardiovascular health," said Dr. Andrew Brandeis, a practicing physician at Care Practice in San Francisco. "More important, iHealth -- for the first time -- reveals trends



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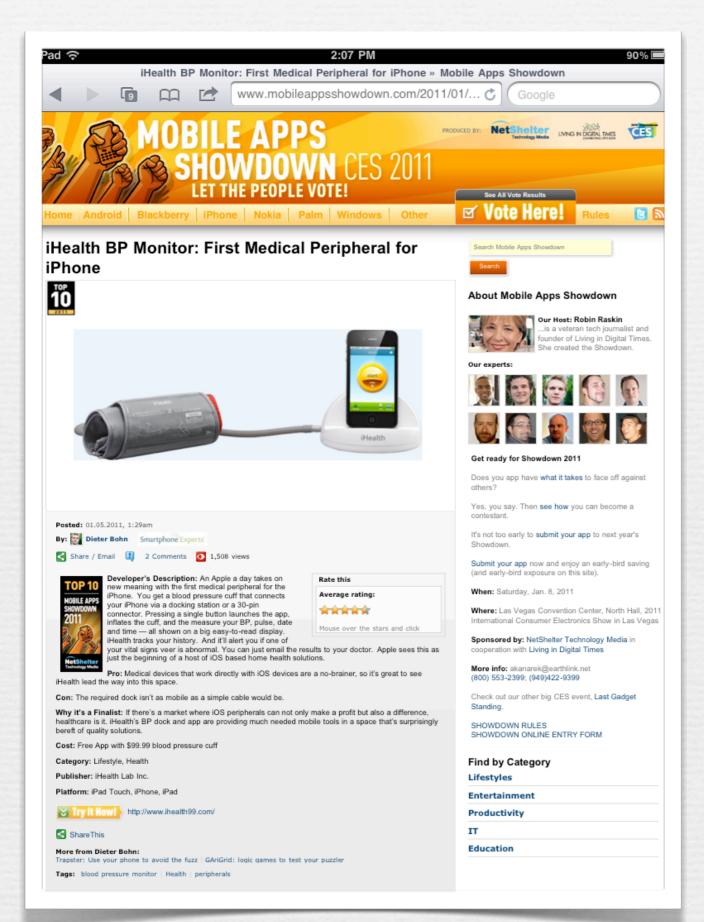
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The Independent

Online Print

http://www.independent.co.uk/life-style/ health-and-families/new-products-at-cesihealth-blood-pressure-monitor-datasyncinghealth-tablet-2177244.html London, UK



Mobile Apps Showdown

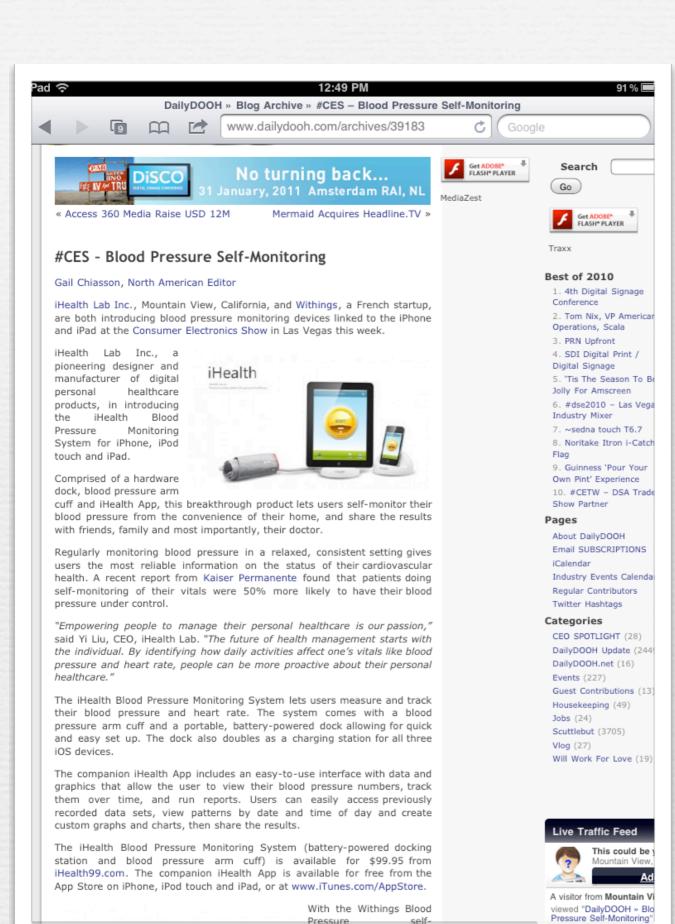
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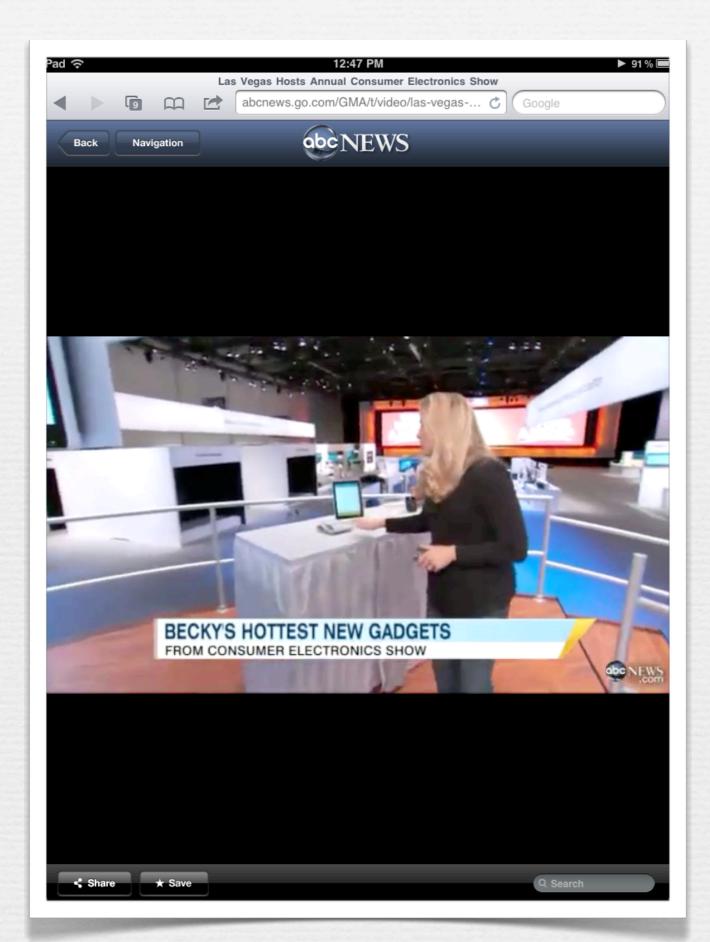
eWeek

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ABC News

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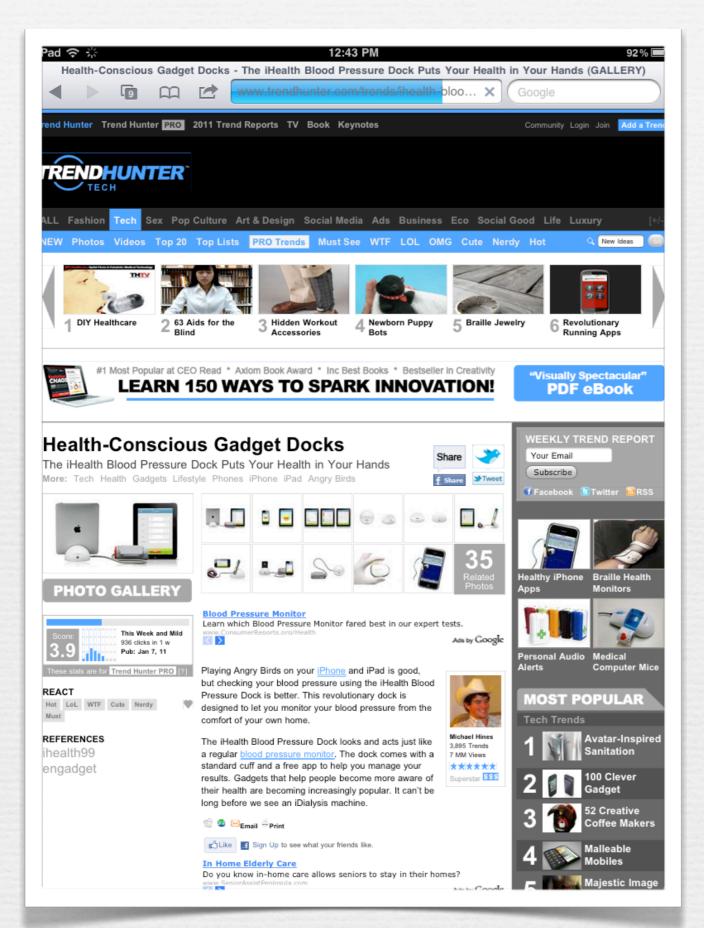


Yanko Design

http://www.yankodesign.com/2011/01/06/ces-2011-part-1/

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Trend Hunter

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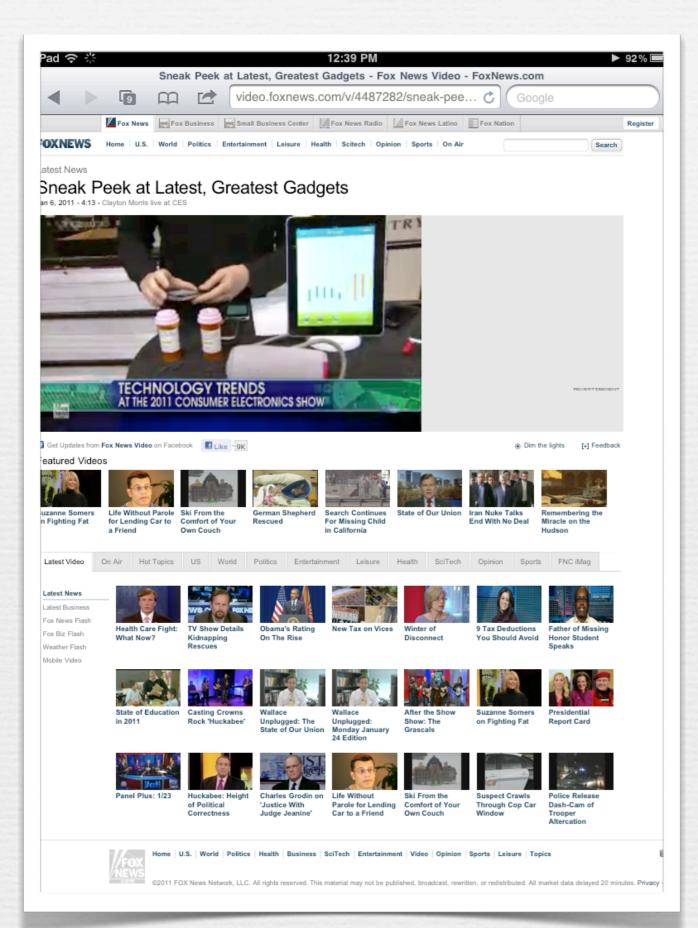
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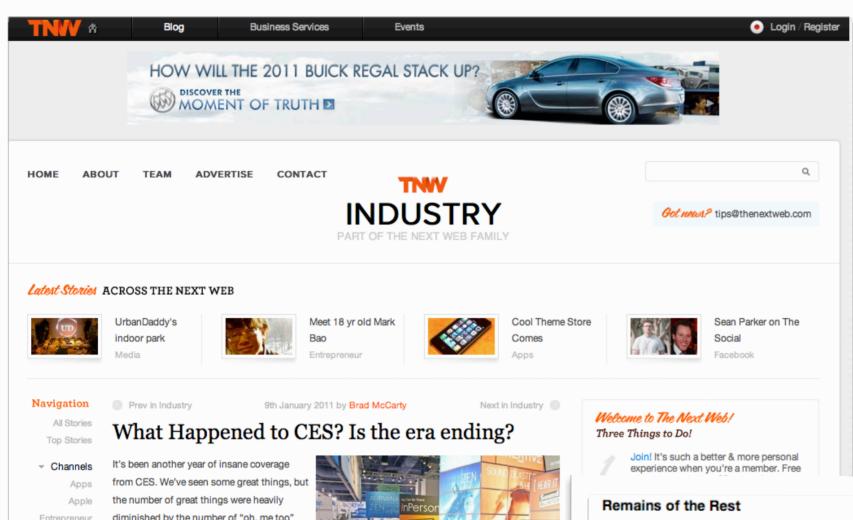
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http://thenextweb.com/industry/ 2011/01/09/what-happened-toces-is-the-era-ending/

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What's really unfortunate about how things went down this year is that there are some incredibly cool, useful products out there. Things such as the iHealth system seem, at this point, to need a show of their own in order to really stand out. Yes, they're still consumer electronics, but they're electronics that make a difference in people's lives instead of just being fun.

It gets more and more difficult with each passing year for products such as the iHealth to gain air time. Why? Because we're constantly being inundated with bigger and "better" versions of products that already exist and so it's hard to get face to face with those ones that don't. So that makes me wonder - is the era coming to an end? Are so many companies worried about keeping up with the proverbial Joneses that it has stifled true innovation? Let's hope that's not the case.

Maybe between now and CES 2012, the tablet wars and 3D mania will die down and companies will be forced to truly innovate in order to impress the gadget-worshiping masses. For now, if you want to check out all of the things that we found cool at this year's CES, make sure to take a browse through TNW Gadgets.

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diminished by the number of "oh, me too" products on the market.

In 2011, we saw so many companies doing

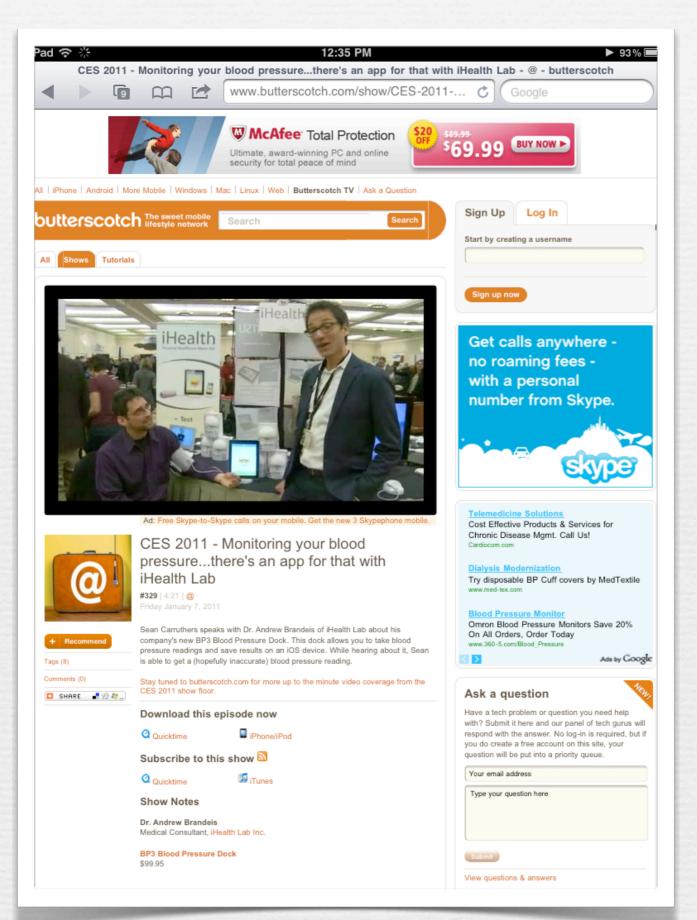


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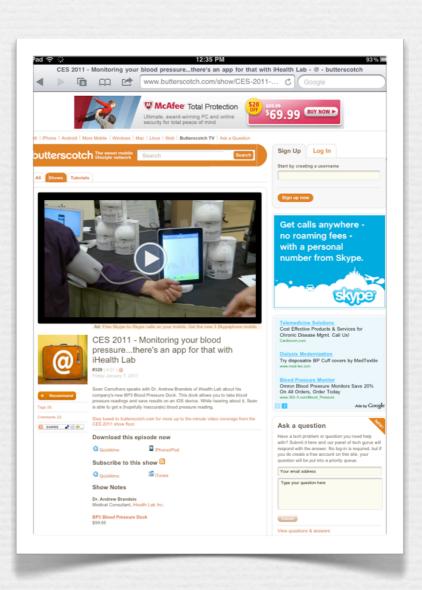
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Butterscotch.com

http://www.butterscotch.com/show/ CES-2011-Monitoring-Your-Blood-Pressuretheres-An-App-For-That-With-IHealth-Lab?src=TCsearch&q=ihealth Also picked up by: Metacafe, Daily Motion, HowCast

Toronto, ON News Websites







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- Master Cleanse & Stanley Burroughs
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iHealth Blood Pressure Monitoring System for iPhone, iPod and iPad



The iHealth Blood Pressure Monitoring System is a dock for Apple's three most pervasive gadgets that helps you track your blood pressure and heart rate. With its built-in arm cuff and battery-powered dock — and your iPhone, iPod or iPad — the iHealth system lets you measure your heart rate from just about anywhere. The companion iHealth app tracks your measurements and lets you run reports, create graphs and send data sets to your doctor.



CalorieLab

http://calorielab.com/news/2011/01/08/new-gadgets-for-health-and-fitness-from-ces-2011/

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It's always convenient to do a self-check up at home like knowing your blood pressure when you're not feeling well. To add sugar to the crop, it will be done through your iPad, iPhone, or iPod touch.

iHealth Lab Inc. has released iHealth Blood Pressure Monitoring System for iPad that will work with other iDevices, such as the iPhone and iPod touch, as well.

The innovation from iHealth Lab Inc. includes blood pressure arm cuff, a dock, and an iHealth iPad application that let's users have the convenience of measuring their blood pressure at home.

Since it will be done on their iDevice, they can easily share the results with friends, families, and doctors.



Recent studies show that 50 percent of people who are tracking their blood pressure have their blood pressures under control.

According to **Yi Liu**, the iHealth Lab CEO, health management starts when every individual knows his health condition through vital signs like blood pressure and heart rate, and this is when people will start to be conscious of their health.

iHealth Blood Pressure Monitoring System for iPad allows iPad users to view their blood pressure, compare it on a daily basis, and run reports through easy-to-use interface that includes data and graphics.

Previous results can easily be viewed by iPad users since those are saved on the tablet. Users can even create their own graphs and <u>presentations</u> based on the data collected daily.

iHealth Blood Pressure Monitoring System for iPad with its blood pressure arm cuff and battery-powered docking station is now available at iHealth99.com. for \$99.95.

The iHealth iPad application can be downloaded for free through the App Store.

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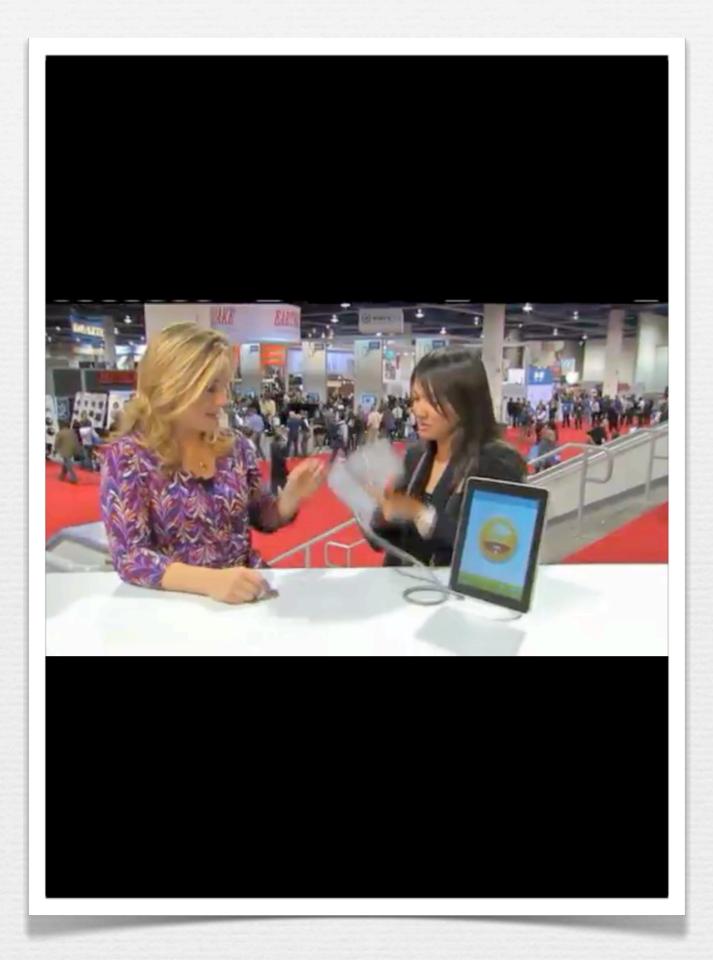
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CES: iHealth BP3 Blood Pressure Monitor

By First Take , 13 January, 2011 23:31

About this blog



ZDNet UK First Take

Reports and inital products

One of the trends we spotted at this year's CES was an explosion in tools for personal health monitoring, from devices that monitor homes for movement patterns to personal brainwave monitors that track just how you sleep. One thing that drew a lot of the devices together was support for cloud services, for sharing information, and the ability to use mobile devices as user interfaces.

iHealth's BPM3 Blood Pressure Monitor caught our attention, as it brought several of these trends together in one device, Looking like a piece of Apple hardware with its smooth white lines, the BP3 is an iPhone/iPad dock with a difference - under the white dome is an automatic blood pressure monitor, with all the control software running on the connected iOS device. That last point is what really makes the difference, as it simplifies what could otherwise be a complex piece of medical

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Learn which Blood Pressure iHealth's BP3 blood pressure monitor and dock

Monitor fared best in our expert
We downloaded the latest version of the control and analysis software from the iTunes store, and erReports.org/|Sonnected the BP3 to an iPhone 4. Measuring blood pressure is very simple: just fit the cuff to the BP3 dock, sit down and wrap it around your arm. All you need to do is press the big yellow start button, and BP3 does the rest. The cuff automatically inflates and deflates (with a pump and pressure sensors inside the dock), and you can watch the measurement traces on the iOS device screen. You will need to keep the BP3 charged, as it has its own internal battery, using the included



Once you've measured your blood pressure, you get a clear display of the results, with a colourcoded bar warning of any possible risks to your health. You can track your blood pressure history, allowing you to start determining what might raise your blood pressure, and allowing you to start taking remedial steps. What the BP3 gives you is very simple: the ability to keep tabs on your blood pressure throughout your life, rather than at periodic visits to the doctor. It's a change in the way we do health, bringing monitoring into the home and making it understandable





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