

# Healthcare and Security in a Heartbeat

Daily routine preventing you from visiting the gym as often as you'd like? Work pressure causing you increased stress and hypertension? IDesia can help you pick up some of the slack by monitoring and improving your fitness and well-being, even while you're busy with everyday tasks and obligations.

## Healthcare in a heartbeat at your fingertips

Simply touch sensor plates on devices equipped with IDesia's BDS™ (BioDynamic Signature™) technology, to quickly capture your unique heartbeat signal, and determine your health baseline. BDS™ continuously and unobtrusively acquires and records this information, even as you log into your computer or use your smartphone. The technology's proprietary signal processing and patented, state-of-the-art pattern recognition then provide you with greater health awareness and offer you the guidance required to keep stress levels under check and improve your well-being.

## Heartbeat-aware consumer electronics that actually recognize YOU

Unlike traditional healthcare and fitness devices, consumer electronics empowered with BDS™ do not simply blindly report health and heartbeat indicators. Just touch them and they'll actually instantaneously recognize you.

While individual heartbeats may appear similar, they conceal individually unique information. IDesia's BDS™ extracts, accurately interprets and – following short and effortless enrollment – can use this information to enable a broad range of applications. These include secure bio-logon, heart rate monitoring, stress level and mood monitoring, heart rate reduction training and ECG monitoring, among many more.

With full awareness of individual users' identity, heartbeat rate and stress levels, BDS™-equipped devices recognize and serve you and no one else. No special training required – simply touch the sensor plates, and you're good to go!





## Features & Benefits

- Highly reliable, unobtrusive, fun and compelling to use
- Spoof-resistant, heartbeat-based user recognition and health metering
- Versatile single-chip platform for a broad range of bio-logon and healthcare applications
- Easy, low-cost integration (contacts may literally be painted onto electronic devices) and fast time-to-market
- Uniquely compact form factor and ultra-low power consumption
- Highly durable – suitable for use in any environment

## About IDesia

Founded in 2004, IDesia develops and markets state-of-the-art BDS™ (BioDynamic Signature™) technology that enables a broad range of biometrics-based, user identity and heartbeat-aware applications. IDesia's current application offerings are focused on bio-logon, bio-authentication, personal health, fitness, well-being and entertainment.

Utilizing electro-physiological signals unique to individual users, BDS™ enables highly effective user identification, consumer healthcare and other applications that are fully aware of their users' identity. It can easily be implemented in a broad range of mobile and personal computing platforms, with accuracy, reliability and ease of use that produce high user compliance.

With vast expertise in physiology, microelectronics, medical devices and security applications, and strategic cooperation with global, top-tier ODMs and OEM hardware manufacturers, IDesia is fully set to revolutionize people identification, consumer healthcare and a broad range of additional markets that stand to benefit from user identity and heartbeat-aware solutions and applications.

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