Consumer Healthcare

Stress and hyper tension… high resting heart rate… irregular heartbeat… all typically strike unannounced, with no early warning or significant perceivable symptoms. Left unchecked, stress may adversely affect the immune system and result in high blood pressure. This, in turn, can contribute to severe heart and kidney disorders, and high resting heart rate, which, in extreme cases, has been known to lead to sudden cardiac death.

It is common knowledge that the most effective way to avoid these silent killers is to live a healthy life style – exercise regularly, keep one's weight in check and eat healthily. And sure enough, the number of people engaged in routine physical activity is on the rise. Others, aware of the risks, simply have their heart rate monitored and blood pressure checked on a regular basis.

And yet, while the benefits of an active life style are well-known and pursued by many, not everyone visits the gym on a frequent basis. Nor are all inclined to make use of costly heart rate monitoring devices. What if there were technology capable of helping even those without the time for a rigorous physical routine? What if there were an easily accessible solution to help alleviate these undesirable conditions, or at least gain increased awareness of their existence?

Introducing IDesia – The (Co)incidental Health, Fitness and Well-being Enabler

Well, now there is. With roots set in the people identification and biometric authentication domain, IDesia harnesses its proven, state-of-the-art BDS™ (BioDynamic Signature™) technology to offer a truly innovative and unobtrusive heartbeat analysis-based solution for monitoring and improvement of personal health, fitness and well-being.

IDesia's "all in one" biometric offering enables consumers to gain awareness of excess stress and high resting heart rate. Additionally, it helps users potentially reduce the severity of these conditions via such ordinary devices as PCs, laptops, mobile phones and gaming peripherals, from the comfort of their office and living room, as well as on the go.

Following a short and simple enrollment process, users need merely touch passive contact surfaces to capture uniquely identified biometric data and acquire their electro-cardiogram with ease, even as they log into their computers via biometric authentication or simply hold onto their mobile phones. Proprietary signal processing and patented, state-of-the-art pattern recognition algorithms are used to analyze and aggregate the raw heartbeat data so as to determine a health baseline, and ultimately provide consumers with awareness and the ability to positively influence their heart rate and stress levels.

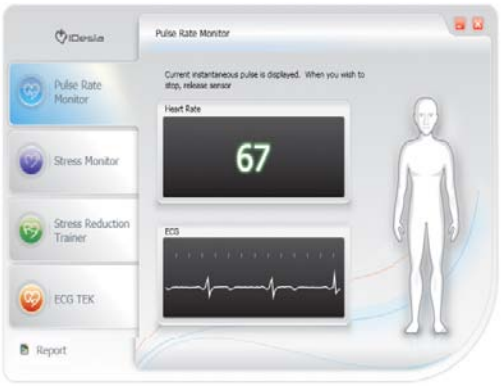
IDesia Consumer Healthcare Benefits

- An open platform for diverse health, well-being, fitness and other user identity-aware applications
- Highly reliable, unobtrusive, fun and easy to use – truly compelling and captivating user experience
- One-of-a-kind, single-chip "all in one" biometric solution
- Inherently and natively secure – access to consumer healthcare-related information granted only to users biometrically identified with their individual bio-indicators
- Simple, low-cost integration and fast time-to-market
- Uniquely compact form factor and ultra-low power consumption
- Highly durable – can be used in any environment

An Unlimited Spectrum of Personal Health, Fitness & Well-being Applications

Easily embedded hardware reference designs, an open API and customized SDKs make IDesia's BDS™ technology a practically limitless platform for personal healthcare, fitness, well-being and many more user identity-aware applications. To deliver immediate value, the company's embedded offering is provided with a starter suite of health-oriented applications out-of-the-box. Further software offerings are under development and will be made available for download from the IDesia Web site.

Heart Rate Monitoring

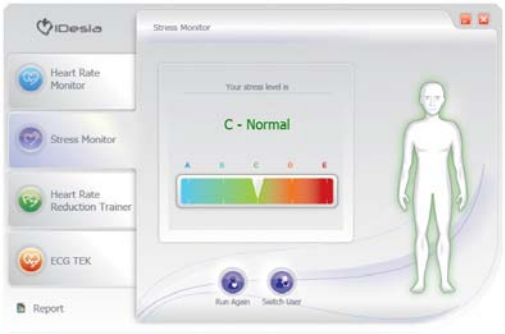


The simplest of IDesia's suite of applications, Heart Rate Monitor offers a convenient entry point to self monitoring.

The application presents a clear and uncluttered real-time view of heart rate information instantaneously captured from heartbeat data for as long as the passive biometric touch sensors on the user's computer or mobile phone are held.

No more excuses! Run IDesia's Heart Rate Monitor on a daily basis, and keep close tabs on your resting heart rate – a vital sign regarded as a simple and effective predictor of potential coronary events.

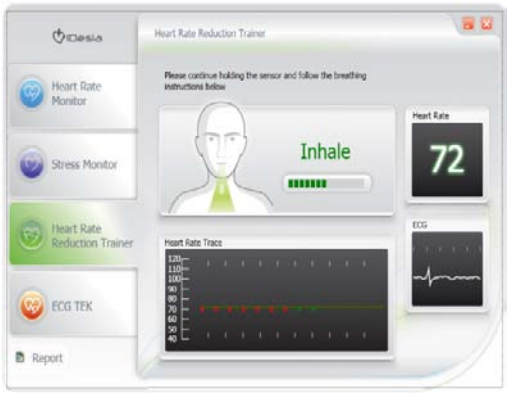
Stress Monitoring



Short-term stress increases heart rate and blood pressure, contributing to rapid breathing, increased perspiration and further release of stress hormones. Even worse, long-term stress eventually weakens the heart and circulatory system, and leads to cardiovascular disease and other harmful effects on overall health.

IDesia's Stress Monitor quickly and effortlessly determines excess stress levels. It enables users to gain awareness of any deviation from normal values via clear presentation of a Stress Index derived from a combination of resting heart rate, gender and age. With Stress Monitor, tracking your stress level is as easy as having your heart rate monitored. The application even stores stress level readings on an on-going basis, enabling users to continuously monitor their overall well-being.

Heart Rate Reduction Training



Is your resting heart rate too high? Are you constantly stressed out? Now you can do something about it.

IDesia's Heart Rate Reduction Trainer utilizes a well-established training method to keep resting heart rate down and stress levels under control.

The application starts out by determining a resting heart rate baseline, which is presented on a graph along with a numerical and graphical display of users' changing heart rate. Based on real-time

bio-feedback, Heart Rate Reduction Trainer utilizes animation, as well as text and voice prompts to instruct users to practice paced, controlled breathing while continuously holding IDesia's passive biometric touch sensors. The result – gradual reduction and increased control of their resting heart rate.

ECG TEK Medical Monitoring

Currently the most medically-oriented off-the-shelf IDesia application, ECG TEK acquires, analyzes and reports ECG health parameters on an on-going basis.

Users need simply hold the sensors for mere seconds, following which an averaged heart rate and ECG image are displayed, along with annotations indicating medically vital ECG landmarks, as used by physicians in evaluating cardiac health. Users' ECG data may also be stored over time and transmitted to a physician for on-going medical analysis.

Stay Tuned for More…

IDesia is committed to further developing and enhancing its BDS™ technology-based biometric and healthcare offerings, with new and exciting applications to be made available for download from its Web site. Products in the works include heartbeat-based mood tracking, physical fitness monitoring and many more!

Biometric Access Control & Personalization

In addition to personal healthcare and well-being applications, the IDesia software suite offers consumers the added convenience of being able to log into their computers via simple biometric authentication. No more cumbersome typing of passwords or multiple, erroneous fingerprint swipes – simply touch the passive contact sensors and you're in! More information on IDesia's bio-logon and bio-authentication solutions is available in the company's biometric authentication brochure.

IDesia's authentication technology can also be leveraged to achieve an unparalleled level of customization and personalization. Operating system log-in screens, display themes, wallpaper and screensavers – with real-time bio-feedback, all can be made to ideally match users' particular mood or stress level.

Your Personal Health Coach on a Multitude of Platforms

IDesia's passive biometric sensors may literally be painted onto the smallest of surfaces, enabling effortless embedding of heartbeat analysis-based health, fitness and well-being-oriented applications in a broad range of personal computers, notebooks, netbooks, mobile phones and even gaming peripherals.

To facilitate seamless integration, IDesia provides a full biometric chip support package, including an open API, customized SDKs and hardware manufacturing and implementation reference designs.

About IDesia Biometrics

IDesia was founded in 2004 to develop and market BDS™ (BioDynamic Signature™), the company's state-of-the-art technology enabling a broad range of biometrics-based, user identity-aware applications. IDesia's current application offerings are focused on bio-logon, bio-authentication, personal health, fitness and well-being.

Utilizing electro-physiological signals unique to individual users, BDS™ technology enables highly accurate and effective access control, consumer healthcare and other applications that are fully aware of their users' identity and can easily be implemented in a broad range of mobile handsets and personal computing platforms.

IDesia's solutions present greater value, reliability, ease-of-use and cost-effectiveness than comparable offerings, facilitating high user compliance and supporting powerful personalization options.

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-aware solutions and applications.

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