

IDesia Expands World's Only Heartbeat-Based, User Identity-Aware Consumer Healthcare Application Offering

Company to unveil new Fitness Monitor application for spoof-resistant, consumer electronic device-based health monitoring at CES 2011

Caesarea, Israel, December 31, 2010 – IDesia, a leading provider of state-of-the-art BDS™ (BioDynamic Signature™) biometric healthcare technology, today announced that it will be adding the revolutionary Fitness Monitor application to its comprehensive, consumer-oriented portfolio of biometrics-enabled healthcare applications at the upcoming CES 2011.

While individual heartbeats may appear similar, they conceal individually unique information. Requiring that users merely touch contact sensitive sensor plates, IDesia's BDS™ technology extracts, accurately interprets and – following a short and effortless enrollment process – can use this information to enable a broad range of consumer electronics device-based healthcare applications. These include heart rate monitoring, stress level and mood monitoring, heart rate reduction training and ECG monitoring, among many more.

Given the personal nature of the healthcare information seamlessly and continuously captured by IDesia's consumer healthcare applications, the technology powering these applications has been designed to be inherently secure and spoof-resistant. BDS™-powered devices do not blindly report health and heartbeat indicators regardless of user identity. Once touched, they actually recognize their users, serving them only and no one else.

IDesia is now set to release Fitness Monitor – a new application that performs cardio-vascular fitness monitoring to determine and rate a user's physical fitness level. The application's "Shape Rate" functionality is capable of approximating a person's physical shape simply by examining that person's heart reaction to a very mild physical challenge. The user need simply stand up from a comfortably seated position while holding the sensor plates on a laptop or other BDS™-powered device. His or her heart's reaction to this provoked, mild effort is then interpreted to determine and present a physical fitness estimate.

"IDesia's proprietary bio-signal acquisition chip enables delivery of consumer healthcare applications unlike any other," states Dr. Danny Lange, IDesia Founder and CEO. "Our new Fitness Monitor application builds on this technology, and expands our consumer healthcare offering with a fun and compelling way to monitor your fitness," he explains. "The application does not require users to exert special effort. All they need do is get up off their seat at any time, while touching sensor plates on their mobile phone, for example, or other personal computing device. BDS™ will then rapidly capture their unique heartbeat signal, and report an estimated physical fitness level. Fitness Monitor is ultimately bound to provide consumers with greater health awareness, while helping them keep stress levels under check and improve their overall well-being as an unobtrusive part of their daily routine."

IDesia's patented BDS™ technology has been thoroughly tested by the UK-based National Physical Laboratory (NPL). The company is now engaged in design-in and close integration with Tier 1 OEMs and ODMs operating in Taiwan and in China, and is ramping up for release of its very first product line during the course of Q1, 2011.

IDesia will present its new Fitness Monitor application, along with its range of consumer-oriented BDS™-powered consumer healthcare solutions at CES 2011, Las Vegas Convention Center (LVCC) / Las Vegas Hilton, Booth #2830, between January 6 and January 9, 2011.

About IDesia

IDesia was founded in 2004 to develop and market BDS™ (BioDynamic Signature™), the company's state-of-the-art and patented technology powering a broad range of biometrics-enabled, heartbeat- and user identity-aware consumer healthcare applications. IDesia's current application offerings are focused on secure, spoof-resistant personal healthcare, fitness, well-being and entertainment.

BDS™ utilizes a proprietary bio-signal acquisition chip and diminutive touch sensitive sensor plates with modest technical and physical integration requirements. The technology can therefore easily and cost effectively be implemented in a broad range of mobile and personal computing platforms, offering accuracy, reliability and ease of use that produce high user compliance.

For more information, please visit www.idesia-biometrics.com.

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