

Press Release

Telefonica: The first ECG on your mobile

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Telefonica presents at the World Mobile Congress 2009 the first medical solution which allows the user to visualize and administer his electrocardiogram (ECG) through his mobile phone.

Thanks to this innovation, the technology becomes transparent to the end-user who would be able to obtain biomedical information just by switching on his mobile and wearing his favorite garment.

The solution permits personal diagnosis and treatment of pathological heart problems by the cardiologists whenever and wherever the user is. In addition to that a data is received about the activity and position of the person using the product.

This solution would allow Telefonica to be the vanguard of the services adding value to the field of eHealth through innovative applications in the health care. This type of applications will be widely accepted in the following months making "Home Monitoring" technology available to thousands of users, thus allowing them to monitor any person worried about his physical condition.

This new family of solutions is a great step forward in the cardiac tele-health, offering an advanced therapy and an individualized treatment. Furthermore, it presents a set of diagnostic functions and advanced technologies to help the cardiologist identify arrhythmias and detect the deterioration of the heart signals at an early stage. This way the cardiologists could perform an individual monitoring and deal with the cases which need immediate attention.

The development of the solution is based on NUUBO's Monitoring Platform N-System using new textiles and the most developed technology for electronic design and wireless communications recognized by expert cardiologists.

NUUBO is a "start-up" specialized in "intelligent" technological solutions applying the Textronica and focused on improving the quality of health services. The company designs, develops, manufactures and sells monitoring systems based on electro-conductive textiles (e-textiles) integrated with an electronic device in order to offer a new range of solutions. Its products will help the cardiologist, reduce the operative costs of the hospitals and improve the life quality of the patient. NUUBO owns a R&D center in Madrid where a team of creative, goal-oriented and hard-working young professionals works on the realization of the company's goals. NUUBO's plan includes the further development of its product range and starting the process of its commercial expansion in Europe and North America.

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