



# Press Release

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## **LifeWatch to launch world's first-of-its-kind healthcare solution Smartphone offering multiple embedded medical sensors and wellness- related applications as well as services**

### **First-ever live demonstration in Zurich on June 27, 2012**

**Neuhausen am Rheinfall / Switzerland – LifeWatch AG (SIX Swiss Exchange: LIFE), the leading wireless cardiac monitoring service and home sleep test provider in the U.S., announces today the launch of the world's first-of-its-kind healthcare solution Smartphone, allowing consumers self-operation of a wide range of highly valuable embedded medical sensors as well as wellness-related applications and cloud-based services. With this new technology LifeWatch will be able to expand outside its core markets, targeting new customer segments, service offerings and geographies. A comprehensive presentation and live demonstration of the solution will be given in Zurich on June 27, 2012.**

LifeWatch has defined a number of strategic initiatives for future growth. LifeWatch's announcement today will allow the company to diversify into new services and geographies. This first-of-its-kind solution offers different layers of self-operated medical sensors, wellness-related applications as well as cloud-based services. The modular offering is targeted at health- and wellbeing-conscious consumers worldwide.

With this unique solution, for the first time, healthcare consumers and patients will be able to manage their medical condition and well-being anywhere anytime. It will empower patients and will assist in providing better care for lower costs, thus improving the use of health resources.

#### **Emerging mobile health markets**

Recent market developments have witnessed the emergence of health-dedicated mobile technologies in both developed and emerging countries. The latest mobile health market research by Frost & Sullivan indicated a market size of USD 1.5 billion in 2011 in the U.S. alone.

LifeWatch hired the leading management consulting firm McKinsey & Company to provide a full and complete Go-to-Market Analysis based on which it intends to launch the healthcare solution Smartphone world-wide.

## **LifeWatch: Transforming the mobile health market**

Do you want to learn more about LifeWatch's latest breakthrough technology? And: Find out about the latest trends in mobile health markets? Join us for a live demonstration of the world's first-of-its-kind healthcare solution Smartphone in Zurich on June 27, 2012. Use the attached form to register now.

### **For further information please contact:**

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### **About LifeWatch AG**

LifeWatch AG, headquartered in Neuhausen am Rheinfall and listed on SIX Swiss Exchange (LIFE), Switzerland, is the leading healthcare technology and solution company, specializing in advanced telehealth systems and wireless remote patient monitoring services. LifeWatch services cater to individuals, ranging from high-risk and chronically ill patients, to consumers of health and wellness products. LifeWatch has subsidiaries in the United States, the Netherlands, Japan, the United Kingdom, Switzerland and Israel. LifeWatch AG is the parent company of LifeWatch Services Inc., a leading US-based cardiac monitoring service provider, and manufacturer of telecardiology products. LifeWatch is also introducing a new program for Home Sleep Testing of Obstructive Sleep Apnea (OSA) patients under the brand name NiteWatch. For additional information, please visit [www.lifewatch.com](http://www.lifewatch.com).

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