

GENTAG

NFC-BLUETOOTH CELL PHONE KITS

GT-502: WEIGHT MANAGEMENT

SUMMARY

GENTAG has tested a new low cost cell phone-based monitoring platform for weight management that combines Bluetooth and NFC. The technology will help reduce the annual costs of obesity which in the US alone are estimated to be \$117 Billion¹.

The technology is meant for home or office use and works with NFC cell phones combining a CE approved wireless weight scale and a custom-made NFC pedometer/activity sensor to create a low cost flexible exercise and weight management platform solution.

The advantage of the GENTAG technology is that it is a stand-alone wireless platform that can be used directly by individuals with their cell phones or PCs, or in combination with a company providing weight management solutions. The data can also be sent to a doctor or hospital as part of an overall telemedicine solution. Low cost wireless monthly data plans are available from GENTAG and its partners as an option.



COMMERCIALIZATION

The GT-502 NFC pedometer/activity sensor will be customized by GENTAG for resale by individual companies. Custom software development is available as well.

For more information contact GENTAG at:

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¹ <http://www.surgeongeneral.gov/news/testimony/obesity07162003.htm>