



**MEDIA ADVISORY**

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**MEDIA CONTACT:** Ailis Wolf

301-836-1516 ext. 7

[awolf@veandco.com](mailto:awolf@veandco.com)

@VEandCo

**AnthroTronix to Demo FDA-Cleared Brain Health Assessment Tool at Health 2.0  
9<sup>th</sup> Annual Fall Conference**

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***October 7 Presentation Focuses on Diagnostic Capabilities of DANA***

**WHO:** [AnthroTronix](#), an engineering research and development company that focuses on human-centered design, has been recognized among Inc. Magazine's "5000 Fastest Growing Companies," and selected by the World Economic Forum as a Technology Pioneer company.

**WHAT:** AnthroTronix has been selected to demonstrate [DANA](#), its FDA-cleared brain health assessment tool, at the Wednesday morning breakout session, *The Cognitive Frontier: Health 2.0 Tools for Mapping the Mind*.

James Drane, mechanical design engineer and project manager at AnthroTronix, will host a 3.5 minute demonstration, followed by a short Q&A, to showcase the abilities of DANA and describe its brain monitoring capabilities, which can be used as a diagnostic tool for conditions ranging from depression to Alzheimer's to traumatic brain injury (TBI). Drane is the technical lead for the DANA project, and helps ensure reliability and usability of the product for both civilian and military end users.

The session will be moderated by Arshya Vahabzadeh, M.D., site director and director of digital health at Brain Power LLC, and will feature five demonstrations from companies tracking brain activity and trying to locate areas of the brain in order to help treat brain-related disorders.

**WHERE:** Ballroom H at the Santa Clara Convention Center in Santa Clara, CA.

**WHEN:** Wednesday, Oct. 7, 2015, 10:45 a.m.

DANA, which received FDA clearance in October 2014, is a phone or tablet-based mobile software platform that works on both the Android and iOS operating systems and can provide data within minutes to help assess and measure brain/cognitive health. The app can help clinicians as a diagnostic tool when looking at concussion, depression, dementia/Alzheimer's Disease, eating disorders, and Post-Traumatic Stress Disorder (PTSD).

Health 2.0 is the leading conference linking health care with new digital technologies, and convenes more than 2,200 professionals, innovators, venture capitalists, and thought-leaders driving the digital health revolution each year. The 9<sup>th</sup> Annual Fall Conference will feature more than 200 live product demos featuring new technologies in health care.

For more information on AnthroTronix, visit [www.atinc.com](http://www.atinc.com).

For more information on DANA, visit <http://danabrainvital.com>.

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**About AnthroTronix**

AnthroTronix, an engineering research and development company, produces human-centered technologies that advance health, communication, education, and defense. We develop innovative, research-based technologies that

influence change and enhance lives around the world. Our company has been recognized among Inc. Magazine's "5000 Fastest Growing Companies" and selected by the World Economic Forum as a Technology Pioneer company. For more information about us, visit [www.atinc.com](http://www.atinc.com), follow us on Twitter at @AnthroTronix, or connect with us on [LinkedIn](#).