



## **MEDIA ADVISORY**

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## **AnthroTronix Featured at Exponential Medicine Conference in San Diego**

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***Dr. Corinna Lathan to Discuss Brain Vitals on November 11; Partner Aqtivo Presenting on Health Risk Assessment for Employers on November 10***

**WHO:** [AnthroTronix \(@AnthroTronix\)](#), an engineering research and development firm committed to optimizing the interaction between people and technology. Aqtivo Health is an mhealth startup developing compelling mobile health and wellness solutions.

**WHAT:** Dr. Corinna Lathan ([@clathan](#)), AnthroTronix board chair and CEO, will speak in the [Future of the Brain & NeuroMedicine](#) session on the importance of monitoring brain vitals. She will discuss the abilities of AnthroTronix' FDA-cleared brain health assessment tool, DANA.

In a breakout workshop, Aqtivo Health will present a mobile solution being co-developed with AnthroTronix that will provide employers a health risk assessment that includes cognitive health and will engage employees to be more proactive in their own health and wellness.

AnthroTronix and Aqtivo Health will also participate in the Healthcare Innovation Lab, a showcase and expo(nential) lab for the most promising companies and innovations that are set to revolutionize the practice of medicine and radically transform healthcare and the biomedical industry.

Visitors to their booth will be able to take quick cognitive assessment that should be fun and easy using the AnthroTronix and Aqtivo Health joint app. It will calculate a score, which will go on a leaderboard at the booth next to the username or alias each user has chosen. They will also be able to complete a simplified Health Risk Assessment that will calculate an overall score based on each user's health and wellness, which will incorporate the cognitive assessment.

**WHERE:** Hotel Del Coronado  
1500 Orange Ave  
Coronado, CA 92118

**WHEN:** Breakout Workshop: November 10, 2015, 1:30 p.m. PDT  
Future of the Brain & NeuroMedicine: November 11, 2015, 8:45 a.m. PDT

DANA, which received FDA clearance in October 2014, is a mobile medical app that can be used on a phone or tablet and works on both the Android and iOS operating systems. It's a game-like tool that can provide data within minutes to help assess and measure a person's 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).

[Exponential Medicine](#) is a unique four-day conference by Singularity University which brings together world-class faculty, participants, demos and workshops to explore how technology is impacting and can reshape the future of health and biomedicine.

For more information on AnthroTronix, visit <http://www.anthrotronix.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 on us, visit [www.atinc.com](http://www.atinc.com) or follow us on Twitter at [@AnthroTronix](https://twitter.com/AnthroTronix).