



FOR IMMEDIATE RELEASE

April 26, 2016

MEDIA CONTACT:

Gautier Lemyze-Young
gautier@vaneperen.com
301-836-1516 ext. 8
[@VanEperenAgency](https://www.instagram.com/VanEperenAgency)

AnthroTronix and Pelion Healthcare Group Announce Joint Venture to Bring Brain Vital Products to European Market

Mobile Tool to Monitor and Evaluate Brain Health Will Now be Available for Consumers and Health Care Professionals

Silver Spring, Md. and Łódź, Poland – [AnthroTronix](#) and [Pelion Healthcare Group](#) have signed a joint venture agreement forming a new company, DANA Brain Vital Europe LTD, with each owning half of the newly established company. The new venture is responsible for developing products based on the DANA platform and distributing them in European markets. Products will be marketed using the “CogniNET” brand within Pelion.

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. DANA administers game-like tests that can provide data within minutes to help assess and measure a person’s brain/cognitive health. The app can help clinicians track cognitive function during treatment for such conditions as depression, dementia/Alzheimer’s Disease, and Post-Traumatic Stress Disorder (PTSD).

“We are excited to partner with Pelion to bring DANA not just to health care professionals but also to consumers in Europe,” said [Dr. Cori Lathan](#), [@clathan](#), founder and CEO of AnthroTronix. “Along with tracking and evaluation done by medical professionals, individuals now will be able to track their brain health over time, allowing them to identify patterns in their own cognitive efficiency.”

"It is exciting that we can combine 26 years of Pelion’s experience in the healthcare sector and the latest achievements in the area of science represented by AnthroTronix, with the expectations of patients," said Pelion Healthcare Group’s Vice President of the Management Board Mariola Belina-Prażmowska. “Applications based on the DANA platform are part of the CogniNET project, which addresses the needs of patients in a holistic way and responds to the challenges of the 21st century related to a healthy brain. What is also fascinating is that this cooperation opens new opportunities to offer innovative tools for many different audiences such as insurers, athletes, drivers, and other users.”

DANA Brain Vital Europe LTD will be comprised of a suite of three mobile apps using AnthroTronix’s DANA technology. The apps will be marketed and distributed under the CogniNET brand. The CogniCARE app will give the user the ability to self-check cognitive functions of their brain without

engaging a health care professional in the process. The CogniMED app will serve a collaborative function, with the consumer taking the brain health assessment on their own and engaging a health care professional to monitor and evaluate results. The CogniCLINIC app is a more intensive brain health assessment tool and initially will be used only at clinicians' offices, with plans to extend the service to consumers at home.

In addition to the suite of mobile apps, CogniNET will provide users suggestions on how to maintain a healthy brain through practical tips and information videos. Users also will be provided with educational information on the function and structures of the brain.

AnthroTronix originally developed DANA for use by the U.S. military to help evaluate the medical status of deployed service members.

###

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 on us, visit www.atinc.com, follow us on Twitter at [@AnthroTronix](https://twitter.com/AnthroTronix), or connect with us on [LinkedIn](#).

About Pelion

Pelion S.A. has operated on the market for twenty-five years, starting out as a local pharmaceutical wholesaler. In 1998, the Company shares were floated on the Warsaw Stock Exchange. Proceeds from the initial public offering fuelled the Company's dynamic growth and allowed it to embark on consolidation of the pharmaceutical wholesale market. Since its flotation, the Company has secured a top position among domestic distributors of medicinal products. Today, Pelion Healthcare is one of the largest groups operating in the healthcare markets in Poland and Lithuania. It provides services across all market segments (wholesale, retail sales and sales to hospitals), targeted at individual patients, pharmacies, hospitals, and manufacturers. As a holding company, Pelion S.A. oversees all areas of the Company's operations, which are conducted by PGF S.A. and Pharmapoint Sp. z o.o. (wholesale), PGF Urtica Sp. z o.o. (hospital sales), CEPD N.V. (retail sales), and Pharmalink Sp. z o.o. (services for manufacturers). For more information, visit <http://www.pelion.eu/>.