



MEDIA ADVISORY

June 22, 2016

AnthroTronix CEO to Conduct Davos Brain Challenge and Discuss Technology and the Brain at the Annual Meeting of the New Champions

WHO: [AnthroTronix \(@AnthroTronix\)](#), a leader in digital health technology and engineering research and development committed to optimizing the interaction between people and technology.

WHAT: At the World Economic Forum's Annual Meeting of the New Champions, AnthroTronix CEO Dr. Cori Lathan ([@clathan](#)) will conduct the Davos Brain Challenge using its FDA-cleared DANA brain health assessment app. AnthroTronix held a similar exhibit at the World Economic Forum Annual Meeting in Davos-Klosters, Switzerland, earlier this year. AnthroTronix will invite attendees to assess their brain health and discover how innovative digital capabilities are transforming the way we assess and monitor our brain health.

In addition, Dr. Lathan will discuss how digital technology, such as DANA, is improving our understanding of the brain and how we identify conditions and changes in cognitive function. Dr. Lathan has been named a Technology Pioneer and Young Global Leader by the World Economic Forum and is currently chair of their Global Agenda Council on Artificial Intelligence (AI) and Robotics.

WHERE: Davos Brain Challenge
Brain Hub, Works in Progress Exhibition
Meijiang Convention & Exhibition Centre
Tianjin, People's Republic of China

WHEN: June 26 - 28, 2016

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

About DANA™

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 as a quantitative outcome during treatment for such conditions as depression, dementia/Alzheimer's Disease, and Post-Traumatic Stress Disorder (PTSD). For more information on DANA, visit <http://danabrainvital.com>.