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## **DEVELOPMENT OF CONTINUA COMPLIANT PERSONAL HEALTH PRODUCTS AND SERVICES BEGINS**

### **Will Help Prevent Chronic Conditions Such as Metabolic Syndrome and Lifestyle-related Diseases**

Tokyo, Japan, February 3, 2009 – The Continua Health Alliance, a group of technology, medical device, and health & fitness industry leaders, announced today it has completed the Version One Continua Design Guidelines, which enables interoperable personal health products and services. Fourteen companies within the Continua Alliance, including member organizations based in Japan, expect to develop Continua guidelines-compliant products and services for the Japanese marketplace.

The Continua Health Alliance is an open industry organization established in June 2006, to address issues related to the rise in healthcare expenditures, such as poor lifestyle management, health maintenance and demographic trends. In order to enable people to utilize IT and all kinds of healthcare equipment effectively in the home to easily manage their health, Continua is utilizing internal standard specifications and design guidelines that enable health management devices to be connected. Recently, Continua completed and released Version One of its design guidelines.

Continua Version One Design Guidelines will allow Continua members to develop compliant healthcare products and services - such as blood pressure meters, weight scales, body composition analyzers, and pedometers - and communications devices. This technology will make it possible to expand the capability and types of the data measured with such equipment and provide healthcare services that are able to make assessments based on the data.

By using such equipment and services, people can manage their health easily at home using data from these interoperable devices in order to promote their health and prevent disease. It is expected that services such as health management consultations, based on the measured data, will be developed. This will help people detect signs of metabolic syndrome and lifestyle-related diseases at an early stage, in order to prevent such conditions.

Connecting several healthcare devices to a PC or other 'home hub' will help people manage their personal health information. For example, a person could connect a body composition analyzer, blood pressure meter, and other devices to a PC via a wireless network, send the data from each device to the PC, and use an application on the PC to manage and measure trends in their health data in unified fashion. Alternatively, a Continua-Certified Internet service could be used to manage data online, by entering data into an Internet service from a mobile phone's pedometer. In this fashion, consumers will also be able to receive customized health consultations by using their personal, recorded data.

"When Continua was launched in 2006, it had 22 member companies, but now, membership has increased to 179 companies," said David Whitlinger, president of the Continua Health Alliance. "This level of interest in the industry has arisen because personal healthcare-utilizing technology is expected to have impact on prevention of chronic conditions, management of physical fitness, and support for independent living by elderly persons.

"Japanese member companies are in the vanguard of developing Continua Certified product development, and we expect these companies to help drive Continua's efforts worldwide," said Whitlinger.

Responding to the increase in chronic diseases caused by a rapidly aging population, and determined to raise home healthcare to new levels of quality and effectiveness, the Continua Health Alliance plans to apply the Continua Design Guidelines to a broad range of products and services, and launch a Continua certification product logo program designed to help people recognize Continua-Certified products and services. Going forward, Continua will promote awareness of Continua Certified products and support product marketing efforts, while imitating collaborative relationships with healthcare and medical service providers.

Japanese Continua members demonstrating products and services designed for Continua compliance include A&D Company Ltd., CSR K.K., Freescale Semiconductor Japan Ltd., Fujitsu Ltd., Hitachi, Ltd., Intel K.K., Nippon Telegraph and Telephone Corporation, NTT Data Corporation, NTT Docomo Inc., Omron Healthcare Co., Ltd., Panasonic Corporation, Sharp Corporation, Tanita Corporation, and Toshiba Corporation.

#### **About Continua Health Alliance**

The Continua Health Alliance is a non-profit, open industry coalition of the finest healthcare and technology companies joining together in collaboration to improve the quality

of personal healthcare. With more than 170 member companies around the world, Continua is dedicated to establishing a system of interoperable personal health solutions with the knowledge that extending those solutions into the home fosters independence, empowers individuals and provides the opportunity for truly personalized health and wellness management.

To learn more about the Continua Health Alliance and its participating companies, or to learn how to become a member, [visit www.continuaalliance.org](http://www.continuaalliance.org).

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