

Digital Wellbeing

# Digital assistant for patients with UV-induced skin diseases

PRODUCT LAUNCH

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## Personal assistant for healthy sun consumption

Ultraviolet light influences the well-being of everybody. UVisio personal assistant helps to quantify the amount of sunlight and make personal recommendations based on prediction of individual sensitivity.

UVisio digital assistant includes a wearable device and a smartphone app. The user measures the skin tone before exposure with a connected device and puts it on the clothing. After exposure, the user measures the skin tone again. Based on this information, the device calculates personal allowed sun dose and warns the user of the risk of overexposure. The more measurements the user takes, the more precise is the prediction.

The user can also make the photo of the skin and connect to dermatologist in case of problems.

## Competitive Advantages

There are several devices on the market to measure UV intensity, such as QSun (<https://www.kickstarter.com/projects/comfable/qsun?ref=beto60>), and L'Oreal recently introduced their own device for measuring UV intensity UV sense, that shows big interest to this topic also from big players in the industry. These solutions only include measurement of UV and skin sun sensitivity assessment relies upon questionnaires. There is an unmet need for the market segment of sun sensitive people.

## Target Markets

- Germany via distributors, dermatologists
- USA via distributors, dermatologists

## Status/ Traction

- 2 pilots with clinics planned in 2020 (1 postponed until Mid of Summer, second postponed to 2021)
- 2 pilots with pharma company and sunscreen brand planned in 2021

## Road Map

### H2 2019

- development of a new version of a wearable device, production of prototypes.

### December 2019

- testing of prototypes, adding imaging functionality to the app

### H1 2020

- development of imaging and prediction algorithms

### Q3 2020

- testing of devices and apps on a group with sun sensitive consumers

### Q4 2020

- signing of distribution agreements

### H1 2021

- Uvisio will start distributing the product.

## Leveraged Technologies

Wearable device to measure UV-A and UV-B exposure and skin tone measurement functionality before and after UV exposure. A skin type assessment is developed using a questionnaire (in the mobile application) in combination with skin tone sensor reading. The initial skin assessment is used to determine the safe sun exposure duration for a given UV exposure measured by the wearable. The predictive algorithms are fine-tuned from the assessed skin reactions before and after exposure.

## Contact




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