BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

# DNAtix, Mapmygenome partner to advance personalized preventive medicine

August 6, 2018 | News

**Partnership Brings New Anonymous and Encrypted Genome Sequencing and Genetic Services**




Digital DNAtix Ltd., the blockchain genetics company, and Mapmygenome, a molecular diagnostics company, today announced their alliance to advance cutting-edge, personalized and preventive medicine using blockchain technologies. The DNAtix genetics ecosystem links individual users in search of genetically-based health and lifestyle solutions with products and services that fit their needs. Mapmygenome offers a range of genetic tests and, as a provider on DNAtix's growing genetic ecosystem, this collaboration will allow users to explore their genetic makeup in entirely new ways, with security and anonymity as a top priority.

"India is an important market for the use of DNAtix blockchain-based genetic services, based on population numbers alone. Mapmygenome is a major player in the field of genetics and this partnership opens up a tremendous opportunity to help more people really utilize genetic testing and research," said Ofer A. Lidsky, CEO of DNAtix. "Anyone can anonymously upload partial and/or full genome sequences onto the DNAtix platform; and then have access to to their genomic data which they can use to make informed decisions."

The DNAtix direct-to-consumer (D2C) platform provides full genome testing and access to services and solutions on the blockchain, and it allows researchers to use anonymous DNA stored on the DNAtix infrastructure to create tests, do research, and design new treatments.

"Consumer genomics platforms such as **LifeCode** similarly aim to expand access to whole-genome sequencing and personal genomic data for research and wellness applications."

Mapmygenome will use DNAtix's breakthrough infrastructure and working D2C genetic platform to provide in-depth analysis of full genome sequences with the speed, security and anonymity of blockchain technology.

"We are quite excited about this partnership," said Anu Acharya, CEO, Mapmygenome. "It opens doors to a much larger audience base, and adds another layer of security with the promise of blockchain in addition to our secure Lab Information Management Systems. By utilizing DNAtix's blockchain-based platform for furthering the availability and accessibility to genomic services globally, we are taking yet another step towards empowering the masses with the promise of personal

genomics – a doorway to preventive, predictive, personalized, precise medicine.”