

DNAAtix, Mapmygenome partner to advance personalized preventive medicine

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Partnership Brings New Anonymous and Encrypted Genome Sequencing and Genetic Services



Digital DNAAtix 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 DNAAtix 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 DNAAtix'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 DNAAtix 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 DNAAtix. "Anyone can anonymously upload partial and/or full genome sequences onto the DNAAtix platform; and then have access to their genomic data which they can use to make informed decisions."

The DNAAtix 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 DNAAtix infrastructure to create tests, do research, and design new treatments.

Mapmygenome will use DNAAtix'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 DNAAtix'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."