

Samsung's launches health monitoring wrist band

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Singapore: Samsung's strategy and innovation team demonstrated a health monitoring, wearable wrist band, called 'simband' at San Francisco's SFJAZZ center.

The simband can measure heart rate, respiratory rate and blood pressure of the user. The team further explained about the support software, enabling the function of the band in pooling data and displaying it.

Mr Young Sohn, president and chief strategy officer, Samsung Electronics said, "It is a measure to ensure that people understand their own health and wellness. This puts the individual in the driver's seat and can help them, address their health issues at a faster rate." With around 1.2 billion population estimated to be in their 60's by 2025, digital health innovation plays an important role as the doctor to patient ratio is low, mainly in developing countries.

Mr Young Sohn further added that Samsung would like to partner with innovators and developers across the globe, to extend this initiative in inventing technologies more digital gadgets that improve global health of citizens.

As an encouragement to innovative startups and various other collaborators in the digital health industry, Samsung also announced a \$50 million investment fund dedicated to stimulate creative approaches to digital healthcare through open Samsung platforms.