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Mundipharma launches first augmented reality app 'breatherite'

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Mundipharma's regional head office in Singapore recently developed an innovative digital health initiative employing augmented reality technology to address errors in inhaler use among Asthma sufferers as part of a new and personalised approach to Asthma management has been launched.

Breatherite is a free app developed by Mundipharma and utilise augmented reality together with a range of smartphone sensors, delivering a personal asthma management solution with a focus on correcting errors in inhaler technique.

The app engages the front-facing camera for facial mapping, the accelerometer and gyrometer to track inhaler preparation, the microphone to analyse inhalation and exhalation, along with augmented reality to visualise correct inhaler orientation and head alignment. Together, these features assess, and correct inhaler use as part of a unique interactive experience. It also enables patients to set medication reminders, receive lifestyle tips, real-time weather and air quality information.

Breatherite also delivers a personal experience by profiling patients based on their attitudes towards Asthma management. Their symptoms and control measures are also tracked within the app.

Adjunct Associate Professor Augustine Tee, Senior Consultant and Chief, Respiratory and Critical Care Medicine, Changi General Hospital, and Vice President of the Asthma and Allergy Association said, "Achieving good asthma control is vital to reduce chronic symptoms such as coughing and shortness of breath, minimise the reliance on relief medications, and

maintain good lung function. This app will help patients take charge of asthma and has potential to improve quality of life through real-time monitoring of inhaler use and overall asthma management."

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Raman Singh, CEO, Mundipharma said, "The high rates of smartphone penetration across emerging markets and the inbuilt processing power of today's mobile devices together with the increasing maturity of augmented reality technology have combined to create a real opportunity to tackle this decades old problem."

"With World Asthma Day approaching, we are proud to launch this unparalleled new solution, which gives people with Asthma an opportunity to take greater control of their condition.", he added

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