

## World's first health management smart belt "Welt" arrives in Japan

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The member company of K-ICT Born2Global Centre, WELT, has developed the world's first smart belt, designed to assist users with their health management efforts.

WELT is now planning to start selling the smart belt in Japan - namely, its accomplishment of 881 percent of its funding goal on Makuake, the leading Japanese crowdfunding platform.

Although it looks like a regular belt, the smart belt developed by WELT actually incorporates cutting-edge health management technology. The belt is able to measure various aspects of the user's health and everyday habits (waist size, number of steps, number of hours spent sitting, overeating, etc.).

The data obtained through these measurements are automatically analyzed and sent to the user as a text message through a health management mobile application.

By wearing the smart belt, users can gain greater control over their lifestyle habits and thus prevent the major causes (overeating, lack of exercise, etc.) of metabolic syndrome. In doing so, users can take steps to guard against metabolic syndrome on a daily basis and maintain their physical health.

The recently released WELT Signature Edition is the company's most expensive product line and embodies WELT's unique design sensibility. The product's circular package design, the first of its kind in the world, is not only trendy but also reflects customers' desire to give the products to others as stylish and health-promoting gifts.