

Mybiody Balance : one of the treasures of French Technology will run for France at the CES Las Vegas 2015.

MYBIODY BALANCE is the first connected wellness 2.0 device capable of giving an instant check up.

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SUMMARY

This coming January 2015, MyBiody Balance will be at CES Las Vegas for a preview of the world's most accurate and complete connected wellness 2.0 device. Created by french researchers, this wearable 2.0 device is capable of delivering an immediate body check-up by measuring and analyzing body composition in real time (muscle mass, hydration, fat, bone mineral content, excess weight, etc..) unlike competing wearable devices like the Jawbone UP or Fitbit,. Concretely, it highlights the body imbalances such as an excess fat, a deficiency of muscle mass, the dehydration or a low bone density. All of these indicators can be the alerts of serious health issues.

MyBiody Balance: The world's most accurate and complete connected wellness 2.0 device giving true health insights, is set to represent French innovation at CES 2015 in Las Vegas.

Selected by UBI France (French Agency for International Development of companies), as part of the "French Tech" initiative gathering, which was comprised of 46 nominees, MyBiody Balance will be positioned as one of the leading and most innovative companies of the French delegation present at CES. This French startup will demonstrate the world's first wearable wellness 2.0 device going way beyond steps and calories: A professional medical device for the masses capable of providing true health insights and analysing body composition in real time.

MyBiody Balance, the connected wellness 2.0 device dedicated to preventive care and wellness.

Used in the medical sector for 10 years under the name of Bio ZM, MyBiody Balance has the clear aim to make everybody able to have the greatest tool of body diagnosis with a simplified interface and understandable results. This tool enables everybody to optimise well-being and preserve one's health on the long term.

Via a dashboard available on computers/PCs, tablets and smartphones, users can have instant access to their body composition, weight (over/under), body imbalances by measuring 4 key metrics of their body : body fat, muscle mass, bone mineral content and hydration. The app also includes educational tools to help users better understand, manage and optimise their body balance.

MyBiody Balance, the fusion between BBRC and Aminogram

MyBiody Balance is the beautiful story of two worlds coming together : a creative digital startup and a family business specialized in the manufacturing of medical devices. Together, they worked on what is so-called science of the Bio-Impedance. They had one goal : To create a reliable and accurate B to C version of this technology, that would be available for everyone, and capable of monitoring able users' body balance on a daily basis and remotely. Until 2005, this incredible Bio- Impedance multifrequencies technology was exclusively used by hospitals and other medical professionals in clinical trials which aimed at solving problems such as obesity or dehydration.



RELEVANT LINKS

Meet and greet at CES booth 75666

http://www.mapyourshow.com/shows/index.cfm?Show_ID=ces15&exhid=T0003622&booth=75666&hall=X

How to use Mybiody Balance ? Watch the video !

https://www.youtube.com/watch?v=XT6D_dvpq8M

Mybiody Balance: Starting healthy life video

<https://www.youtube.com/watch?v=IO-VeyJr5ec>

QUOTES

""We are really happy and proud to represent the best of French innovation at CES 2015 in Las Vegas. After more than 3 years in R&D, MyBiody Balance is the result of great french manufacturing, innovation, and technology. It is the first time that the average consumers can have access to a professional medical device for body measurement that can be multi-purpose: Weight management; performance

improvement for athletes; disease prevention for seniors. One device can be used by your entire family. MyBiody Balance is a new and disruptive technology that will take the health sector to a whole new level by putting more control in the consumers' hands!

"

— François Trabelsi, Co-founder and CEO of MyBiody Balance

SPOKESPERSON



Rebecca Herrera

Marketing, PR et Communication

 RebHM

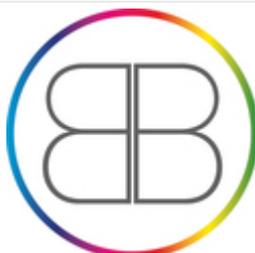
ABOUT MYBIODY BALANCE

MyBiody Balance est le seul appareil connecté du secteur e-santé qui permet d'établir à l'instant un check-up corporel bien-être et santé. Mybiody Balance est un appareil de diagnostic et de de contrôle qui permet à l'utilisateur de découvrir et de suivre son état physique sur tous ses écrans. Il est mobile, connecté et multi-utilisateur.

Pour plus d'informations sur Mybiody Balance, rendez-vous sur : www.mybiodybalance.com

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For further information visit our web site : en.mybiodybalance.com



Mybiody Balancepressroom

 Contact information

Mybody Balance

presse@mybodybalance.com

Phone number : 0156903633

Paris, France

 Main website

 Contact

 Spokesperson



Rebecca Herrera

Marketing, PR et Communication

 RebHM

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