

Addapp Announces Integration with HealthKit to Deliver Smart Insights to Apple Health Users

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SUMMARY

Addapp today announced a new update for their app, which includes integration with Apple Health. Addapp, a personal well-being and fitness insights app will offer comprehensive, rich insights and recommendations around weight, sleep, activity and fitness to all Apple Health users.

The new version of Addapp allows anyone with iOS 8's Apple Health app to connect to the platform and receive personalized insights from the data they have available in Apple's Health app.

This integration means Addapp can utilise data from any device that connects with the Health app for iOS8 – providing more ways than ever before to deliver unique personalized insights to their users.

“We’re committed to provide the most useful and personalized insights available and we believe that everyone – whether they use a device or an app we integrate with, or not – should be able to benefit from using Addapp,” said Kouris Kalligas, CEO and Co-founder of Addapp. *“This integration gives millions of new people access to our platform, allowing them to receive a deeper level of insights on their data, going far beyond graphs and numbers.”*

Live Smarter

Addapp aims to help users make the most of their personal fitness and well-being data. The early-stage startup, launched their iPhone app in October, which allows users to connect multiple data sources and presents them with unique, personalized insights from their data.

“Integrating Apple Health is extremely important for Addapp. It opens our insights engine to many users who use the Health App. We’re excited to have integrated with Apple Health and the possibilities this brings for the future of our product but more importantly for the space we’re operating.” explains Addapp CTO and Co-founder Andreas Creten.

Once connected with Addapp, Apple Health users will receive two insights per day based on their data: Combining datasets on sleep, exercise, activity, weight, blood pressure, cycling, running, mood, location and more, Addapp runs algorithms to identify correlations and

patterns to give you personalized insights.

Connecting Multiple Data Sources

Addapp launched with 14 integrations (Strava, RunKeeper, Jawbone UP, and many more) so users can get the most out of the data from the apps they already love, and also discover new apps, to complement the data they're already tracking.

By connecting with Apple Health, users can share data from all Apple Health compatible apps and devices in one simple step. Negating the need to connecting multiple sources with Addapp.

Full list of Addapp current integrations: Misfit, RunKeeper, Mood Panda, Swarm by Foursquare, Fat Secret, iHealth, Jawbone UP, Fitbit, Withings, Magellan GPS, MapMyRun, Moves, Strava, Bodymedia, Misfit.

Available Now

The Addapp app is available now, for free, in the App Store:

<https://itunes.apple.com/gb/app/addapp.io/id893111432?mt=8>



RELEVANT LINKS



Addapp on the App Store

<https://itunes.apple.com/gb/app/addapp.io/id893111432?mt=8>



Addapp Twitter

<https://twitter.com/addappio>



Addapp Crunchbase

<http://www.crunchbase.com/organization/addapp>

QUOTES

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importantly for the space we're operating."

— Andreas Creten, CTO & Co-founder

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— Kouris Kalligas, Co-founder

SPOKESPERSON



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ABOUT ADDAPP

Our mission here at Addapp is to empower you to be at your best; to feel great; and simply, to live smarter.

There is always room for improvement. We believe that you should strive to improve your well-being bit-by-bit, through small, and sometimes subtle, lifestyle changes. That's why we provide you with personalized insights to help you learn more about yourself and get you marching purposely toward your full potential.

Addapp was born out of a need to create context in the ever-evolving world of wearable technology and tracking devices. Nowadays, millions of us track our steps, sleep, nutrition and much more. The problem is that the data generated from this tracking only tell half the story. We use a data-driven, and science-backed, approach to give you the complete story and create an app that will truly help you live better.



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