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## dorsaVi Announces Commercial Release of AI-Powered Video Movement Analysis Platform

### Key Highlights:

- dorsaVi's advanced AI-powered movement analysis platform, Video AI, is now commercially available following successful beta testing across 15 U.S. sites.
- The platform offers three tailored modules: upper limb, lower limb, and running.
- Advanced features include customisable reporting, instant assessments, real-time facial blurring, enhancing privacy and video scroll feature.
- Payment gateway integration with WooCommerce and Stripe provides seamless subscription options directly via the dorsaVi website.
- Continued exploration of the integration of blockchain technologies through a confidential computing layer for enhanced privacy of the Video AI module.

**Melbourne, Australia, 13 December 2024:** dorsaVi (ASX: DVL), a global leader in FDA cleared wearable sensor technology and human movement analysis, is pleased to announce the commercial release of its Video AI platform. This advanced system uses AI-powered video analysis developed and optimised in-house at dorsaVi, to deliver precise movement insights without requiring physical sensors, and is ready to accept subscriptions from the physical therapy market.



The launch of Video AI represents a significant milestone in dorsaVi's product evolution and expands the Company's suite of non-intrusive, high-precision movement tracking solutions by utilising video capture from a range of devices to deliver advanced movement analysis. The platform complements dorsaVi's core sensor technology used by leading organisations worldwide, offering enhanced scalability, cost efficiency, and the ability to analyse natural movement patterns within seconds.

The Video AI application reduces set up time by 90%, allowing clinicians to communicate more efficiently with their patients and create more revenue for their clinic. From dorsaVi's perspective, the Video AI product has significantly higher margins (>70%) than our sensor-based products, as there are no sensors required, no shipping and less time to train clinicians. Customers can simply pay through the website, download the app and be assessing patients within minutes.

**Product Capabilities:** Video AI introduces three specialised modules—upper limb, lower limb, and running—each tailored to address unique movement analysis needs. These modules are designed to provide clinicians, sports performance experts, and researchers with accurate, real-time data to support personalised treatment plans and optimise performance. By addressing high-demand areas in clinical and sports settings, Video AI can help create new revenue opportunities for our target customers.

**Live Video AI:** A defining aspect of the platform is its real-time video assessment capability. By eliminating the need for post-processing, Video AI delivers instant results, enabling timely and informed decision-making for clinicians, sports performance specialists and trainers. The Live Video AI feature has been made possible as the Video AI model has been generated and optimised in-house at dorsaVi, allowing future iterations to be updated and modified in line with clients' needs.

**Payment and Subscription:** The platform's payment system, powered by WooCommerce and Stripe, offers seamless subscription options directly on the dorsaVi website. Users can select from different subscription levels based on their chosen modules, with a straightforward and intuitive checkout process designed to enhance the customer experience.

1 MODULE SUBSCRIPTION	2 MODULES SUBSCRIPTION	3 MODULES SUBSCRIPTION
starts at <b>\$59</b> /monthly	starts at <b>\$79</b> /monthly	starts at <b>\$99</b> /monthly
<b>Free Trial</b>	<b>Free Trial</b>	<b>Free Trial</b>
✓ Sessions Per day (Unlimited)	✓ Sessions Per day (Unlimited)	✓ Sessions Per day (Unlimited)
✓ Video Scroll	✓ Video Scroll	✓ Video Scroll
✓ Multiple Subject Creation	✓ Multiple Subject Creation	✓ Multiple Subject Creation
✓ Face Blurring	✓ Face Blurring	✓ Face Blurring
■ One module	■ Two modules	■ Three modules

**Advanced Features:** Video AI is equipped with powerful features to support detailed movement analysis, including:

- **Video Scrolling:** Allows clinician to scroll through the video, reviewing quality of movement and capturing the exact moment of interest to share with the patient, surgeon, or family and store in clinics EMR<sup>1</sup> system.

- Customisable Reporting: Add content to screen grabs and export reports tailored to patients, clinics, and surgeons.
- Adjustable AI Module: Adapt the platform to meet the goals of individual patients, athletes, or research needs.
- Facial Blur: To protect privacy of patients the Video AI App automatically de-identifies the face, enhancing data security and integrity.

### **Go to Market Campaign**

The initial go to market plan is via our network of 25k health contacts, the majority of which are US Physical Therapists, who are our target market. In early 2025 we'll expand the outreach through marketing and influencer campaigns as well as working with strategic partnerships for more efficient market uptake.

### **Market Size**

The US Physical Therapy market has >240,000<sup>2,3</sup> therapists who perform movement assessments on most patients they treat. The TAM<sup>4</sup> for the US Physical Therapy market would be the average yearly subscription for dorsaVi's Video AI subscription (\$948/yr) multiplied by the number of therapists, giving an annual TAM of \$227m USD. Secondary markets include elite and amateur sporting clubs and personal trainers within gym and personal training environment.

### **Josh Hayes, PT, DPT, OCS, CSCS, Director of Sports Medicine at Banner Physical Therapy, said:**

"I have been using dorsaVi sensor products for years and have found their information to be invaluable in my clinical decision making with my athletes. Whether I am looking for evidence based objective data for return to sport, progression based on criteria, or feedback on the quality of the movement of my athletes, dorsaVi has been an integral part of those decisions in my clinic.

Now, with the addition of the Video AI product, I am able to further scale that objective data to all my patients, performing assessments in seconds and allowing me to share those insights with patients in real time. With the ability to quickly and efficiently evaluate motion, it has become a lynchpin of my clinical assessment."

### **Blockchain Based Developments**

dorsaVi is assessing further advancements to its AI-powered video movement analysis platform by exploring the integration of a blockchain-based privacy preserving computing layer. This state-of-the-art approach enables secure and decentralised processing of AI computations for dorsaVi's health data while maintaining the highest standards of data privacy, security and integrity.

By utilising the unique capabilities of blockchain to perform computations within private and secure environments, dorsaVi aims to provide its current and prospective enterprise clients with even greater confidence in its solutions.

This initiative builds on the Company's previously announced blockchain strategy, reinforcing its dedication to adopting advanced technologies that deliver scalable, privacy-focused, and transformative outcomes for all dorsaVi users from patients to clinicians, researchers, and sports professionals.

2 - <https://www.bls.gov/oes/2023/may/oes291123.htm>

3 - <https://www.crossrivertherapy.com/research/physical-therapy-statistics>

4 - TAM – Total Addressable Market

**For further information about dorsaVi, please contact:**

**dorsaVi**

Andrew Ronchi

Chief Executive Officer

+61 417 882 267

[ar@dorsavi.com](mailto:ar@dorsavi.com)

**About dorsaVi**

dorsaVi Ltd (ASX: DVL) is an ASX listed company focused on developing innovative motion analysis device technologies for use in clinical applications, elite sports, and occupational health and safety. dorsaVi believes its wearable sensor technology enables, for the first time, many aspects of detailed human movement and position to be accurately captured, quantified, and assessed outside a biomechanics lab, in both real-time and real situations for up to 24 hours. dorsaVi's focus is on two major markets:

- **Workplace:** dorsaVi enables employers to assess risk of injury for employees as well as test the effectiveness of proposed changes to OHS workplace design, equipment or methods based on objective evidence. dorsaVi works either directly with major corporations, or through an insurance company's customer base with the aim of reducing workplace compensation and claims. dorsaVi has been used by major corporations including Sodexo, London Underground, Vinci Construction, Crown Resorts, Caterpillar (US), Monash Health, Coles, Woolworths, Toll, Toyota, Orora (formerly Amcor) and BHP Billiton.
- **Clinical:** dorsaVi is transforming the management of patients with its clinical solutions (ViMove, ViMove2 and Professional Suite) which provide objective assessment, monitoring outside the clinic and immediate biofeedback. The clinical market is broken down into physical therapy (physiotherapists), hospital in the home and elite sports. Hospital in the home refers to the remote management of patients by clinicians outside of physical therapy (i.e. for orthopaedic conditions). Elite sports refers to the management and optimisation of athletes through objective evidence for decisions on return to play, measurement of biomechanics and immediate biofeedback to enable peak performance.

Further information is available at [www.dorsavi.com](http://www.dorsavi.com)