

Thursday 5 November 2015

ISONEA TO EXHIBIT IN SHENZHEN, CHINA

iSonea is participating in the China Hi-Tech Fair at the Shenzhen Convention and Exhibition Centre, 16 – 21 November 2015. iSonea's Chairman, Leon L'Huillier, has recently visited Hong Kong and commented:

"iSonea has received interest from China. Chinese firms are showing a strong appetite for technology partnerships both globally and, in particular, those with Israeli technology. Our core Acoustic Respiratory Monitoring (ARM™) IP was developed in Israel."

Shenzhen is viewed as China's Silicon Valley and this, China's premier technology show, brings together a vast number of Chinese and global technology companies as well as thousands of investors, in one setting. Some of China's leading IT companies including Tencent and Baidu will be attending and exhibiting.

Vast online platforms in China such as Alibaba, Tencent (JD.com, WeChat) and Baidu offer marketing, distribution and social media opportunities in addition to the traditional sales and distribution through Big Pharma chains and hospital systems. Baidu, for example, has already entered the mobile health industry with its healthcare program "Beijing Health Cloud" and mobile app "Baidu Doctor".

Primary Market Focus: Parents and carers of children who wheeze

There is an increased focus in China on personal health and wellbeing, including products for young children. Our AirSonea Wheeze Monitor's primary marketing focus is the parents and carers of children who wheeze and cannot objectively detect and monitor this primary symptom of asthma. The pollution and smog problems in major Chinese cities exacerbates respiratory problems and the incidence of asthma is a growing problem.

Chinese mothers show particular concern for their children's welfare and the opportunity to provide them and their carers with AirSonea's digital remote monitoring using a smartphone and app is appealing. Approximately 16 million babies are born in China every year.



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