Press release: January 2017

SEHTA and XIM

SEHTA is proud to announce its partnership with XIM who have been awarded a share of £900k funding from the latest SBRI Healthcare call aimed at developing innovations that support self-care and independence in children with long-term conditions.

"Here's looking at you, kid" will develop and commercialise a game-changing platform for the frequent, passive and contactless vital signs measurement of children with asthma aged 10+ who have been identified by their GP as being at risk of unplanned hospital admission. Assuming the form of a mirror (but accessible by mobile devices too), the unique selling point of this platform is its ability to collect five vital signs (heart rate, heart rate variability, respiratory rate, SpO2 and blood pressure) whilst a child is performing everyday activities, e.g. hair brushing.

Clinically important and actionable dashboards of these data can be both stored and transmitted to healthcare professionals and other appointed adults for effective immediate response and long- term monitoring. All this without ever taking a single image - the child is identified by detection of facial feature shapes and vital signs measurements are made from facial skin tone alone.

To review the full SBRI press release please click here

Dr David Parry, CEO, SEHTA says *"We are delighted to be working with XIM on their SBRI-funded project to develop further and commercialise their 'Life-Light' game - changing technology. XIM have come a long way in a very short time because of their technical excellence and passion to make a difference to people's lives".*

Laurence Pearce, CEO, XIM says *"Young people can struggle to stay on top of monitoring their health condition. Our solution will continually and automatically do it for them. Not only will we hand over vital information to youngsters, their clinicians and parents, but we will benefit the healthcare system as a whole by reducing the kind of wholly preventable hospital admissions that put more pressure on the NHS."*

For more information about SEHTA please visit www.sehta.co.uk

For more information about XIM please visit www.xim.ai or contact Laurence Pearce, CEO, XIM directly on laurence@xim.ai

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Notes for editors

South East Health Technologies Alliance

Founded in 2005, the **South East Health Technologies Alliance (SEHTA)** is one of the largest health technology networking organisations in the country. Since its inception, is has grown to **1300 members from 20 different countries**. SEHTA provides significant support to companies, universities and public and private health providers through publicly-funded resources and programmes and private consultancy services. SEHTA has built excellent relationships with Academia, Business and Care/Clinicians and it sees itself in a unique position as the interface between them. The company has particular expertise in digital health.

For further information please click here

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XIM
Xim is a creative, entrepreneurial SME focussing on innovative Digital Health applications with over 16 years' experience delivering R&D projects across Europe including multi-modal emotional recognition, usability for the older generation, workplace wellbeing incentivising through a pan-European digital application using gamification and now camera-based vital signs technologies.

Xim was founded in 1999 by Laurence Pearce who has over 15 years' experience in managing and participating in EU R&D projects and Digital consultancy to the NHS. He is an experienced entrepreneur, project manager, technical architect and has a strong commercial background covering international software sales and healthcare technology procurement. Before starting Xim Laurence gained a BSc Computer Science, an MBA from Warwick Business School and worked in business planning for Ford of Europe and has ten years' experience in eHealth management consultancy.

Xim's wider team includes expertise in supporting large ICT programmes in the NHS, extensive digital design and UX expertise and a technical team with experience in statistical analysis and data mining, web architecture, mobile development, data presentation and information security.

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