

Imec and Cloudtag collaborate on high quality frictionless wearables for lifestyle coaching

January 6 2016, by Hanne Degans



Cloudtag, the company that brings accurate data and personalization to the health, wellbeing and fitness markets, and imec, the world-leading nanoelectronics research center, today presented the first results of their collaboration on accurate frictionless wearable health solutions. Cloudtag

Track, a new wearable fitness tracker, that was launched today at CES 2016, combines fitness and health monitoring with design, to pave the way to innovation in fitness wearables as well as in the care, cure and prevention cycle by providing immediate access to accurate medical data and personalized feedback.

Within the framework of their collaboration, imec develops algorithms for CloudTag's wearable sensor devices that enable accurate monitoring of physiological parameters. At CES 2016, CloudTag has launched the Cloudtag Track, its first wearable multisensor device. The Cloudtag Track stands out among other [wearable devices](#) due to its unique combination of high user comfort with unparalleled data quality. The light and ultra-small device integrates imec's proprietary algorithm that retrieves physiological parameters with an exceptionally high level of accuracy. Imec's algorithm accurately recognizes activity, measures energy expenditure, heart rate and other physiological data.

Cloudtag Track can be tailored to match different needs and blends reliable technology with frictionless usability to improve the user experience and to help increase adoption. Cloudtag Track gives immediate, accurate and personalized feedback on one's lifestyle, enabling the individual to put unhealthy habits into perspective while persuading lifestyle changes to adopt healthier diet and activity habits.

"Imec and Holst Centre develop ultra-small low-power, high-quality sensors and specialized algorithms that turn data into valuable knowledge, paving the way to next generation wearables that offer medical quality data monitoring in a frictionless way. These sophisticated wearables can support doctors in diagnosis and follow-up of illnesses, and they offer a huge opportunity in illness prevention by serving as a virtual personal coach," stated Chris Van Hoof, program director of imec's wearable health program. "Our collaboration with Cloudtag is an exciting example of how imec's technology can support

the industry in realizing the next generation of wearable devices."

"I am extremely pleased with this collaboration with imec, as I believe this firmly validates the joint work we are doing and the future of our relationship," commented Amit Ben-Haim, CloudTag CEO. "This is underscored by the results of the collaboration, and in particular, the accuracy of imec's algorithms to retrieve [physiological parameters](#) which provides us with a unique selling point. I look forward to our continued collaboration and to future product development."

Provided by IMEC

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