

# MOCAheart UNVEILS LINE EXTENSION AND LIFESTYLE ACCESSORIES TO SEAMLESSLY INTEGRATE HEART HEALTH MONITOR INTO EVERYDAY LIVES

*Proprietary index based on blood velocity and correlated to blood pressure simplifies everyday heart health monitoring*

**January 5, 2016** – Las Vegas, NV. MOCACARE, a company taking a new approach to monitoring cardiovascular health, is showing the latest version of its MOCAheart device at CES 2016, while also unveiling a new line of dedicated accessories to help integrate heart health measurements into daily routines. MOCAheart measures blood velocity, which is correlated to blood pressure, as an alternative to traditional blood pressure measurement methods. The full suite of products and accessories will be on display and demonstrated at CES on 6-9th January 2016, at the Sands Expo Center, Hall C booth #74760.



Boasting beauty and brains, MOCAheart is an elegant smart-health device that gives people a new, intuitive way to track their heart health--without the need for bulky cuffs or complicated monitors. Utilizing a “press and go” method, MOCAheart combines thumb scans with sophisticated algorithms to determine a number of important indicators of heart health, including heart rate and blood oxygen levels. Additionally, MOCAheart provides a measurement on an easy-to-understand 1-5 scale (Low, Ideal, Raised, High or Very High) called the MOCA INDEX.



The MOCA INDEX is calculated from blood velocity, and is correlated to blood pressure. Generally, the faster blood travels through blood vessels, the more pressure the heart is under. Thus, higher blood velocity, meaning higher blood pressure, leads to a higher MOCA INDEX. Because systolic and diastolic blood pressure figures can be hard for everyday users to understand and remember, the MOCA INDEX is an easy way to understand the current state of your cardiovascular health. By tracking daily trends in your MOCA INDEX, it functions both as an everyday tool to monitor known conditions, and as an early warning system.

To help better incorporate MOCAheart into your everyday lifestyle, MOCACARE is launching MOCAheart devices in additional vibrant colors (Pink, Green, Yellow and Platinum) to the line, as well as a range of accessories, including a leather keychain and a smartphone case.



Priced at \$19, the smartphone case (currently only available for iPhone 6 models), features a stylish, durable, yet lightweight design that allows MOCAheart to be safely housed and provide on-the-go heart readings. The leather keychain is priced at \$29 and has a luxury finish to provide a casing that is both fashionable and functional. The dedicated MOCAheart iOS and Android applications also provide visual graphs of daily, weekly, monthly or annual trends. Not only does this provide users with insights about their heart health over time, it also allows them to track progress and changes to lifestyle. The in-app messaging feature enables users to easily share health status updates with their loved ones and their healthcare providers. Users can also set reminders to take daily readings.

MOCAheart is not a replacement for recommended medical testing, but rather is a simple and quick tool that empowers people to track their health and take action when results are outside the normal range. It was designed over a span of two years by a team of experts from MOCACARE, a leader in connected health. Its multidisciplinary team of scientists, engineers, designers and physicians hail from Stanford, UCSF and California College of the Arts.

The MOCA INDEX was created based on multiple, extensive research studies by institutions including MIT & Stanford that have consistently shown a correlation between the blood velocity and blood pressure.

Priced at \$149.99, MOCAheart is available online at [www.mocacare.com](http://www.mocacare.com), and features:

- Measurement of Heart Rate (HR), Blood Oxygen Level (SpO2) and MOCA Index (MI)
- Materials: Medical-grade stainless steel and biocompatible plastic
- Sensors: Optical sensor and electrode
- Dedicated iOS and Android MOCAheart app
- Displays history and trend views, and automatically records environmental factors such as weather and location
- Provides ability to add notes to each reading and send results via in-app messaging service
- Battery life: 3 days (3~5 times use per day)
- Battery recharge: 40-60 min by micro USB
- Dimension: 1 3/8" x 2 3/4" x 1/4" (35 x 70 x 6.35 mm)
- Weight: est. 0.7 oz~ 1 oz (20~30g)
- Accessories: MOCA leather keychain, MOCA phone case (currently for iPhone 6 only, Android cases coming soon)
- Supports iOS 8 HealthKit

Since MOCAheart does not offer medical recommendations and is not used to diagnose or treat medical conditions, it does not require FDA clearance. However, MOCACARE does plan to pursue FDA clearance in the future to enhance its offerings using the data collected from MOCAheart for clinical use. For further information, visit [www.mocacare.com](http://www.mocacare.com).

-ends-

**About MOCACARE** MOCACARE's mission is to improve the quality of life for its users by creating solutions that bring together the very best in health, technology, science and care. The company's multidisciplinary team of scientists, engineers, designers and physicians hail from Stanford, UCSF and California College of the Arts. MOCACARE was established in 2013 and is headquartered in Palo Alto. The company has an engineering center in Taipei and team members are from Israel, Poland, Taiwan and the United States.