

## Somatix Closed Series A Financing Round of \$6 Million

The developer of Somatix BMD™ (Body Motion Data) Management platform, enabling body motion detection, tracking, analysis and management, for alert- and incentive-based health and wellbeing enhancement.

July 25<sup>th</sup>, 2017, Herzliya – Somatix the Big Data analytics software company and the provider of Somatix BMD Management platform, today announced it has closed Series A financing round of \$6M. This round was led by Digitalis ([www.digitalisventures.com](http://www.digitalisventures.com)), a venture capital firm that invests in fundamental new ideas in math and science to address complex health problems and other credible investors who bring strategic value to the company. The company has previously closed \$1.5 seed funding from private investors.

Somatix BMD Management platform is the first offering of its kind enabling physical and emotional medical symptoms to be derived from the simplest hand gestures. Utilizing sensors built into a range of wearables, including smartwatches and smart bands, the Somatix platform allows organizations to remotely maintain continuous, bi-directional contact with those under their care. It tracks, filters and examines huge volumes of motion data in real time, and employs cloud-based machine learning and adaptive algorithms to produce insights on physiological and even emotional states. In addition, the platform provides alerts granting complete real-time health and wellbeing visibility, and can be used to trigger incentives, so as to help individuals improve adherence and compliance with treatment objectives.

"The Digital Health and Remote Monitoring industries are showing tremendous momentum, but none have yet realized the potential of tracking body motion, and specifically hand gestures, as the key to determining, sorting through and comprehending lifestyle indicators," says Eran Ofir, Somatix CEO and Co-founder "We are thrilled with the opportunities granted to us by our investors. We will use the funds to drive company growth via continued innovation in our technology and strengthen relationships with our customers and partners".

Currently, the company offers two proprietary digital health solutions powered by the Somatix BMD Management platform: SmokeBeat™ smoking cessation monitoring enabling improved user compliance and adherence with prescribed cessation therapies, and SafeBeing™ elderly care assistance to enhance well-being of elderly individuals via monitoring of their ADL (Activities of Daily Living), identification of sign of deterioration in their health, and provision of assistance in emergency situations.

### About Somatix

Somatix is a Big Data analytics software company and provider of Somatix BMD Management platform, an end-to-end platform enabling body motion detection, analysis and management. Somatix's offering is based on the realization that precision tracking of body motion, and specifically hand gestures, which is the key to determining, sorting through and comprehending lifestyle indicators that can impact a person's physical and emotional states. Somatix BMD Management platform employs cloud-based adaptive

algorithms, Big Data analytics and behavior modification-driven machine learning to ultimately produce actionable alerts and insights on physiological and even emotional states, and deliver real time incentives for health and well-being enhancement via a range of Somatix digital health solutions

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