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iMPak Health Announces first NFC Enabled Health and Wellness Application

Neptune, NJ - iMPak Health, LLC announced today the launch of their new SleepTrak Product, the first Near Field Communication (NFC) enabled mobile health and wellness application in the world for consumers. SleepTrak will initially launch using Nokia's Symbian platform, currently used on the new C7 Nokia Smartphone. Nokia C7 Smartphone users will be able to simply download the free SleepTrak application from Nokia's Ovi store to their phone.

The SleepTrak product was developed and designed specifically to provide consumers with an easy to use device that can tell them more about how well they sleep at night, track symptoms associated with inefficient sleep, and provide resources and suggestions for better sleep habits. The SleepTrak card specifically utilizes a method widely used in Sleep Labs called actigraphy which is analyzed to create sleep efficiency scores.

"NFC and Cypak technology enable SleepTrak to bring many aspects of a professional sleep assessment session to the consumer market for a fraction of the price," says Per Nathanaelson, iMPak Health President and CEO. "With iMPak Health's provider expertise from Meridian Health, the SleepTrak data will be useful when presented to a trained medical professional."

"Two of the most important factors in developing the SleepTrak solution were to make sure it was simple to use and could empower consumers with better information", says Sandra Elliott, Director, iMPak Health. "Not only are users more informed about what happens when they sleep, they are in full control of sharing it with their physician."

"iMPak Health's product development is targeted at a whole line of easy to use, clinically relevant capabilities and solutions that will help people and organizations better manage their health as well as chronic diseases such as diabetes, high cholesterol, congestive heart failure, asthma, and other chronic pulmonary diseases " says Al Baker, Director, iMPak Health.

"With the announcement of this new relationship with Nokia, iMPak Health launches the first of a series of credit-card-sized medical devices that can be used to assess, screen and monitor health," indicates Sal Inciardi, Senior Vice President, Meridian Health.

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About the Technology

The SleepTrak card leverages, Near Field Communication (NFC), a two-way communication technology based on Radio Frequency Identification (RFID) which enables wireless communication between devices over a short distance. The technology is primarily used globally in mobile phones for public transportation and payment. Consumers can simply touch the card to the NFC enabled Nokia C7 phone and the data automatically uploads to the software application on the phone. Sleep data is then tracked, analyzed, and trended for the user automatically.

About iMPak Health

A joint venture of Swedish-based chip developer and innovator Cypak and Meridian Health, a not for profit leader, iMPak Health brings together the latest in wireless technology and the front-line know-how of today's health care environment to provide consumers and patients with effective and intuitive tools to better manage their health. iMPak Health's mission is to become a leader in developing, easy-to-use devices to screen, diagnose, and monitor health conditions through wireless technology. For more information, please visit www.impakhealth.com.

About Cypak A.B.

Cypak AB is a privately owned technology provider based in Stockholm, Sweden. Cypak customers are leaders in their segments in USA, Europe, and Japan. Cypak has developed the CPK082 application specific integrated circuit particularly for medication and vital sign monitoring and takes a leading role in international standardization and the Continua Health Alliance. For more information, please visit www.cypak.com.

About Meridian Health

Meridian Health is a leading not-for-profit health care organization in New Jersey, comprising of a university teaching hospital, three community hospitals, a children's hospital, and in-home and community-based services that include home health services, skilled nursing centers, physician practices; rehabilitation and fitness centers; occupational health; home medical equipment and in-home safety technology; ambulance and medical transportation services; as well as outpatient laboratory, imaging, and surgery centers. Meridian Health is named among the FORTUNE 100 Best Companies to Work For, and has consistently been rated among the top performing health systems in New Jersey, and is the recipient of numerous state and national recognitions for patient care quality and nursing excellence. For more information, please visit www.meridianhealth.com.

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