



Contacts:

Meridian Health
Robert Cavanaugh
732-776-4166
rcavanaugh@meridianhealth.com

iMPak Health
Sandra Elliott
732-751-3475
selliott@meridianhealth.com

August 8, 2011

Stress Less, Sleep More, Go to Your App Store

Neptune, New Jersey - Consumers interested in learning more about their sleep habits and tracking symptoms associated with inefficient sleep are encouraged to visit Nokia's Ovi Store or Android's App Market. A new product suite, designed for Nokia's C7 and Samsung Nexus S phones, includes the free SleepTrak application for download and the ability to add the SleepTrak card, a wireless-enabled device the size of a credit card, that is worn on the upper arm to measure restful sleep, as well as DayTrak, a electronic journal to record daily stress levels. Both products, which are available for purchase on Amazon.com and Amazon.co.uk, cost less than \$30 and are extremely easy to use and transfer data collected to the mobile phone via Near Field Communication (NFC).

The SleepTrak application and card and DayTrak are a suite of products developed by iMPak Health, a joint-venture between Cypak, a Swedish-based healthcare technology company, and Meridian Health, a leading not-for-profit health care organization in New Jersey.

In addition to pain, lack of quality sleep is one of the main health concerns of men and women in the digital age. Since its launch in May 2011, SleepTrak has been a valuable tool for many to begin to address the lack of good quality sleep by providing real data to present to a physician. In addition, the ability to log stress levels gives an added dimension to the data and better enables physicians to deliver quality personalized care.

Sandra Elliott, director, iMPak Health, indicated that the technology was developed with the health-conscious consumer in mind. "Our research found that people are looking for data to help identify factors that contribute to feelings of poor health, such as a restless night of sleep or high-stress levels. By linking this data to a person's mobile phone we are making the information easily accessible."

Healthcare professionals have been very receptive to the use of this new technology as it encourages patients to monitor factors that may have an impact on their health. At the same time, it is not seen as a replacement for visiting the doctor, but rather a prompt as to when a visit might be required.

When asked about the benefits of this new product suite, Albert Baker, director, iMPak Health, stated, "In developing these products, we have been able to bring together the expertise of a

Monmouth Shores Corporate Park
1350 Campus Parkway • Neptune, NJ 07753 • 732.751.7500 • 1-800-DOCTORS® • MeridianHealth.com



health care organization and a telemedicine technology company. In turn, we are providing the consumer with cost-effective, easy-to-use tools that allow them to take control of their own health and act on the information provided.”

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 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, four 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.

###