



MEDICA 2018: MEDISANA will be presenting technologies for the self-optimization of one's own health through intelligent and networked Connect products

Neuss, 6 October 2018. At the MEDICA 2018 in Düsseldorf, MEDISANA will focus on the worldwide trend towards self-optimisation combined with the improvement of one's own health and wellbeing. At the world's leading trade fair for the medical sector, the pioneer in the field of mobile health, and market leader in the massage field will be presenting devices from its new Connect series, as well as the purpose-developed VitaDock+ Health App. Because what was just a vision a short while ago has already become an integral part of our everyday lives today: Thanks to intelligent and perfectly matched products, it has become possible for us to have our vital data with us at all times to perform an ongoing evaluation, and thus to constantly monitor and optimise our individual state of health.

Another highlight this year: At the partner booth of Wearable Technologies, the innovative Virtual Reality Massage from HoMedics will also be presented - a VR technology that the company has developed independently. Virtual Reality is one of the biggest and hottest trend topics worldwide, that also opens up new opportunities for the healthcare market. Medisana is now exclusively distributing the HoMedics VR Massage Mat, and is currently introducing it in the DACH region. The associated Hyperience App is now available in the App Store and the Google Play Store with more than 100 virtual experiences.

MEDISANA can be found at the MEDICA 2018 in Hall 15, booth A 23 from November 12-15.

MEDISANA is the leading specialist in the home health care market and market leader in the field of massage technology. For over 30 years, the company from Neuss has been committed to improving people's health under the motto "Innovation Based On Tradition". MEDISANA is a pioneer in the mobile health management trend and delivers future-oriented products for a modern everyday life in an increasingly networked world. MEDISANA develops, markets and sells products worldwide in the

categories Mobile Health, Health Control, Wellness, Therapy, Healthy Home, Regeneration and Personal Care for health-conscious consumers.

HoMedics is one of the best known and most innovative brands in the sectors of health, wellness and consumer electronics. The company was founded in 1987 as a manufacturer of massage devices for home use in the USA, and is now the market leader in the massage technology industry. The HoMedics brand portfolio also includes the brands HoMedics, The House of Marley, Salter, Sol Republic as well as JAM and HMDX Audio. The family-owned company sells its innovative products from the segments wellness and personal care, kitchen appliances as well as consumer electronics in more than 90 countries throughout America, Asia, Europe, Africa and the Middle East.

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