

## **Trend at the IFA 2018: Optimising your own health - thanks to the new, intelligent and networked Connect products of MEDISANA**

*Neuss, 31.08.2018.* Not too long ago, it still sounded like a vision for the future. But today, it is already an integral part of our daily life: Thanks to clever products, it has become possible for us to have, view and evaluate our health data anywhere. Digitisation and the possibility of always having our own vital signs available, compiled in one app, thanks to intelligent, coordinated products, play a key role in monitoring our individual state of health. The focus of MEDISANA, to be a pioneer in the field of mobile health and a market leader in the field of massage, is therefore on the segments of Connect and the proprietary health app, VitaDock+, at this year's IFA. Devices from a new Connect series will be presented to the public, and the key focus will be on the worldwide trend towards self-optimization and the improvement of one's own health and wellbeing. All of the Connect innovations transfer their data to the VitaDock+ app for iOS and Android, as well as to VitaDock Online using Bluetooth® 4.0. In only one app, the users can have their vital signs, such as blood pressure, blood sugar, weight, sleep and activity, at all times and anywhere and track their measurement results over time in clearly laid out graphs.

The new **Connect Upper Arm Blood Pressure Monitors**, such as the model **BU 540 connect**, stand for precise blood pressure measurement on the upper arm. It has an arrhythmia display and is easily readable, thanks to particularly large numbers and buttons - which is also ideally suited to higher age groups. The classification of the measurements values with the traffic light colour scale takes place according to the evaluation system of the World Health Organisation WHO. In addition to systoles, diastoles and pulse, the date and time are also shown in the display. The 250 memory slots for two different users and its fresh design and an attractive price round off the user-friendly offer. The BU 540 connect Upper Arm Blood Pressure Monitor by MEDISANA will be available from the first quarter of 2019 for a suggested retail price of EUR 39.95 in specialist shops, as well as at [www.medisana.de](http://www.medisana.de).

A new Body Analysis Scale in two fantastic designs will round off the Connect series from the fourth quarter of 2018: the BS 450 connect Body Analysis Scale with metallised ITO electrodes, which measures the weight, body fat, body water, percentage of muscle and bone mass, is optionally available in a black or puristic white colour scheme. Its invisible LED display only appears during weighing. In addition to the automatic recognition of up to eight users, the scale also calculates the BMI value and has an integrated calorie requirement analysis (BMR). The BS 450 connect Body Analysis Scale is available at a price of EUR 79.95 RRP from retailers, and at [www.medisana.de](http://www.medisana.de).

The new **TM 750 connect Bluetooth Thermometer** also offers all of the contemporary functions of the networked Connect products. It guarantees the precise measurement of body temperature on the forehead and in the ear within seconds. Particularly user friendly: the optical fever alarm, which classifies the temperature by changing colour from green to red and indicates a high temperature/fever. A practical additional function also enables the measurement of ambient temperature, fluids and surfaces from 0 to 100 degrees Celsius. The TM750 connect Bluetooth Thermometer by MEDISANA will be available from the fourth quarter of 2018 for a suggested retail price of EUR 69.95 in specialist shops, as well as at [www.medisana.de](http://www.medisana.de).

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