



**Panasonic**

WENNY + GRETA + MARY + JANE



**75 MILLION**

individuals have hypertension -Centers for Disease Control, 2016



**410,000**

Number of cases where  
hypertension was the primary or  
contributing cause of death

*Centers for Disease Control, 2014*

$\frac{137}{98}$

$\frac{120}{80}$

$\frac{188}{102}$

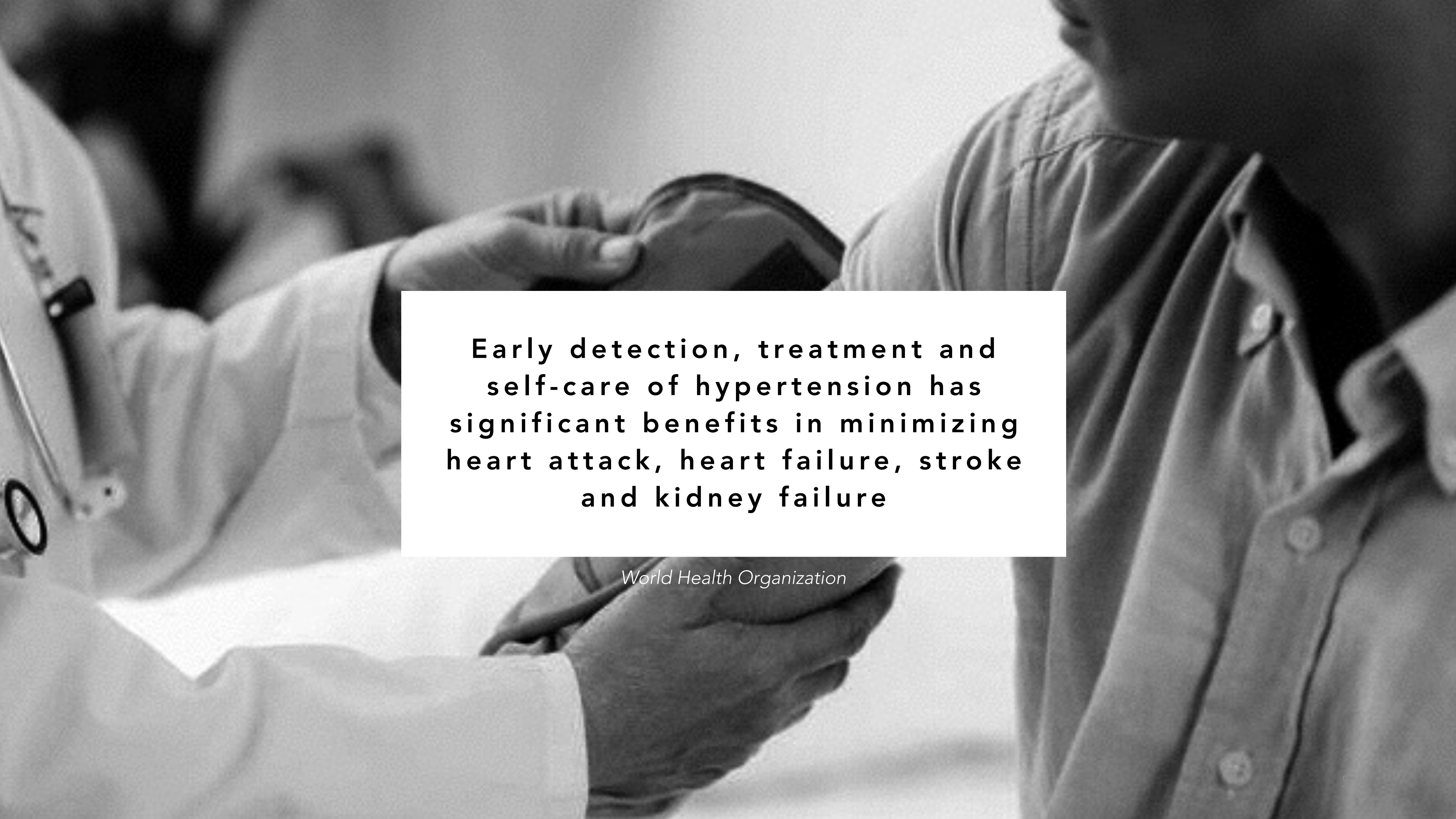
$\frac{140}{92}$

$\frac{165}{93}$

**46%**

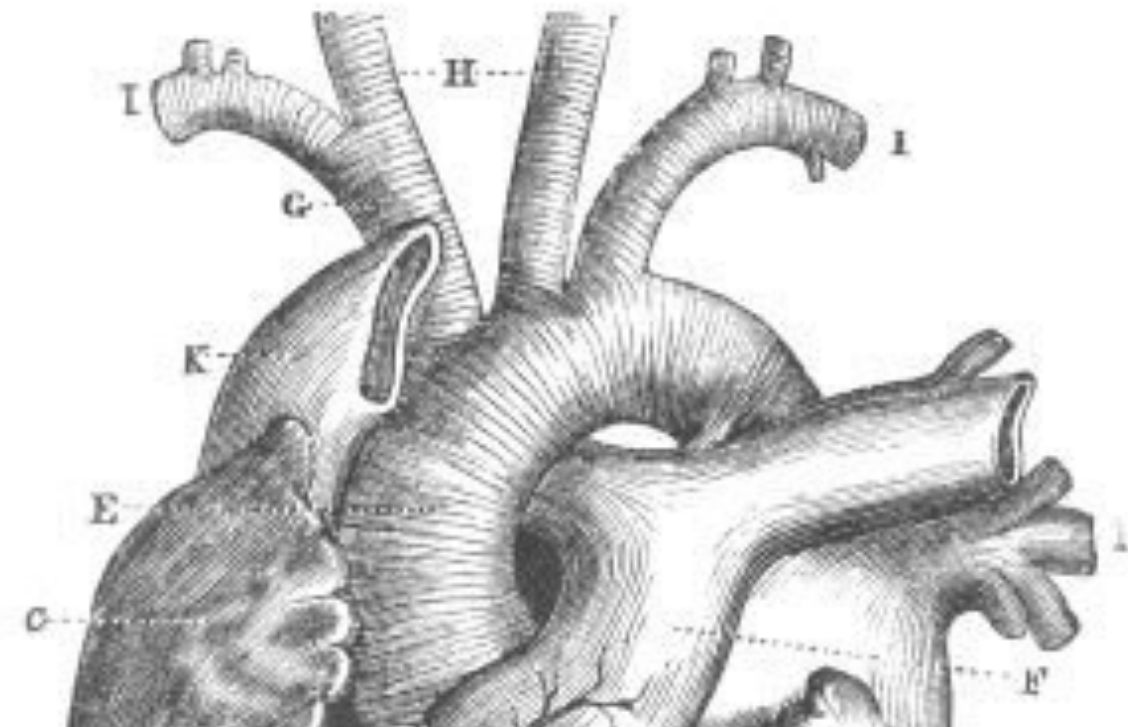
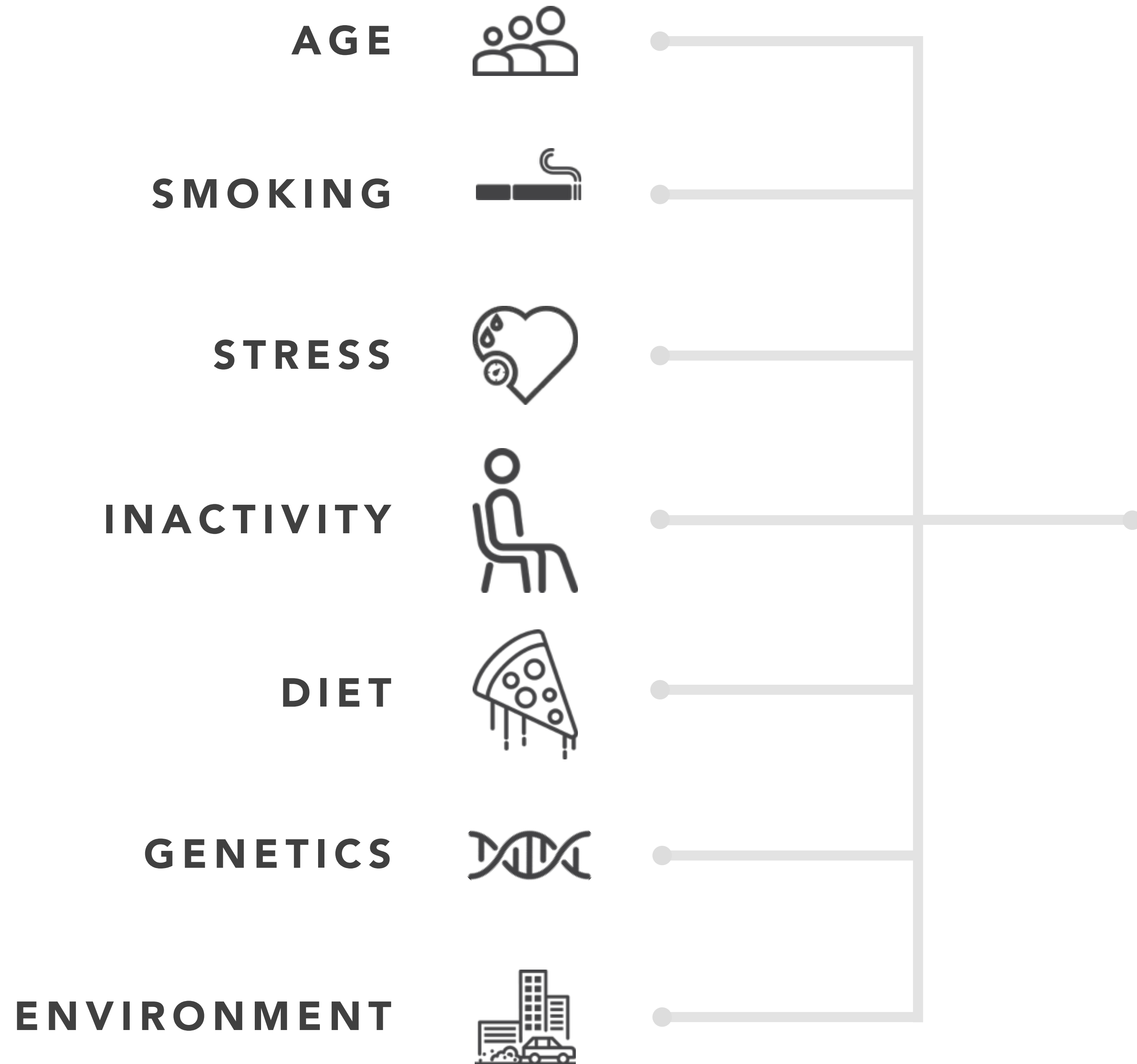
of people in the United States with hypertension do not have their condition under control due to lack of treatment and care

*U.S. Department of health and Human Services, 2013*



**Early detection, treatment and  
self-care of hypertension has  
significant benefits in minimizing  
heart attack, heart failure, stroke  
and kidney failure**

*World Health Organization*



# HYPERTENSION



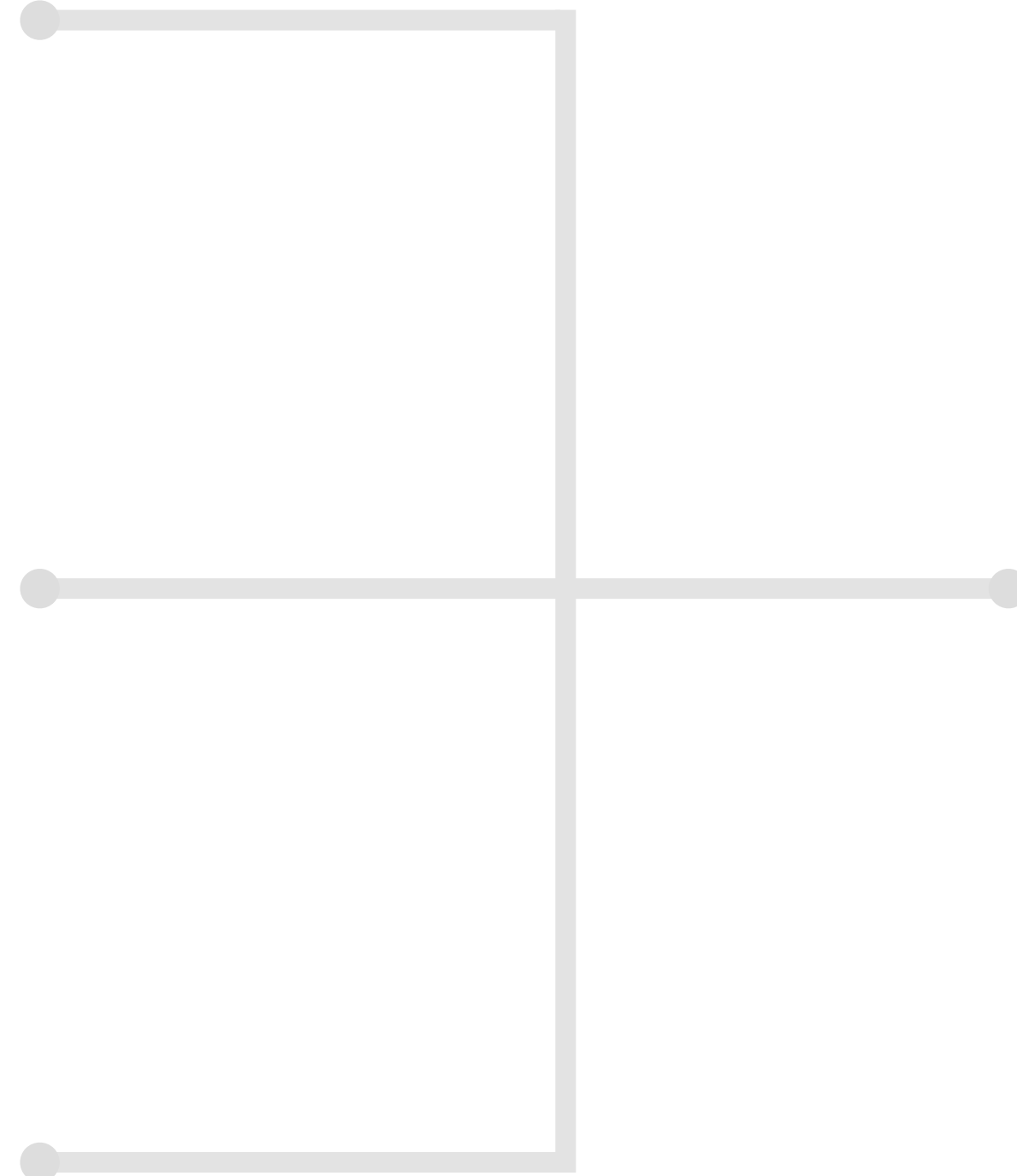
**STRESS**



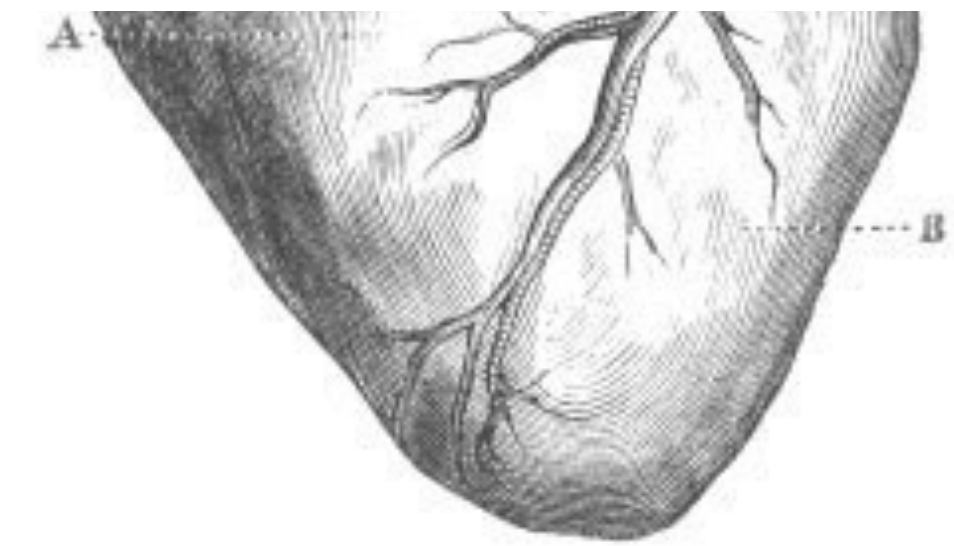
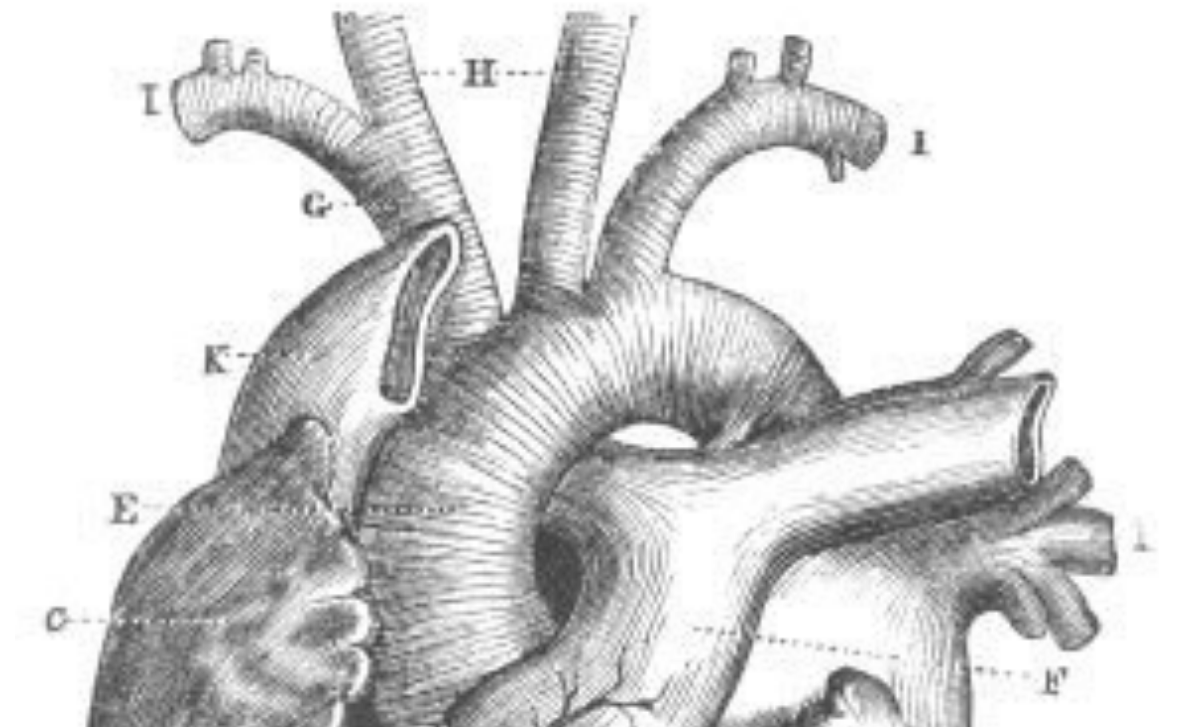
**INACTIVITY**



**DIET**



# **HYPERTENSION**



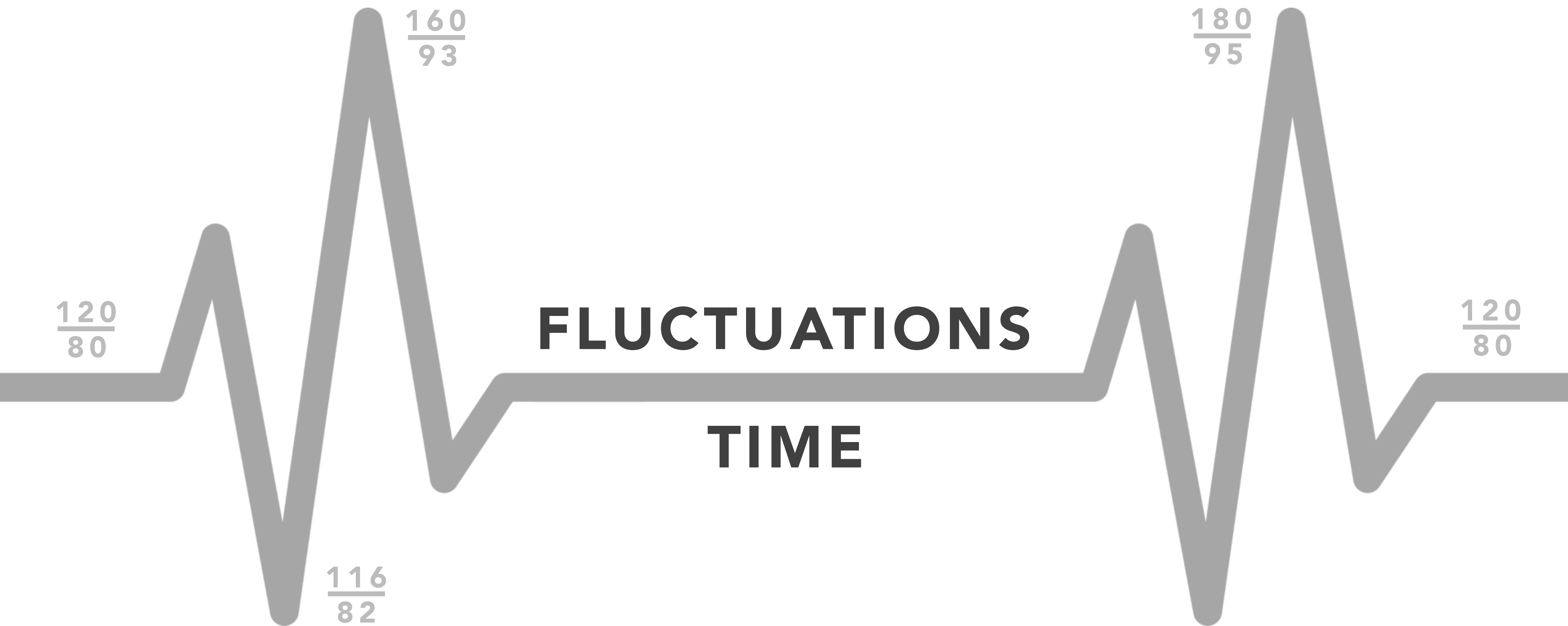


**140**

*NIH: Heart, Lung, and Blood Institute National 2016*

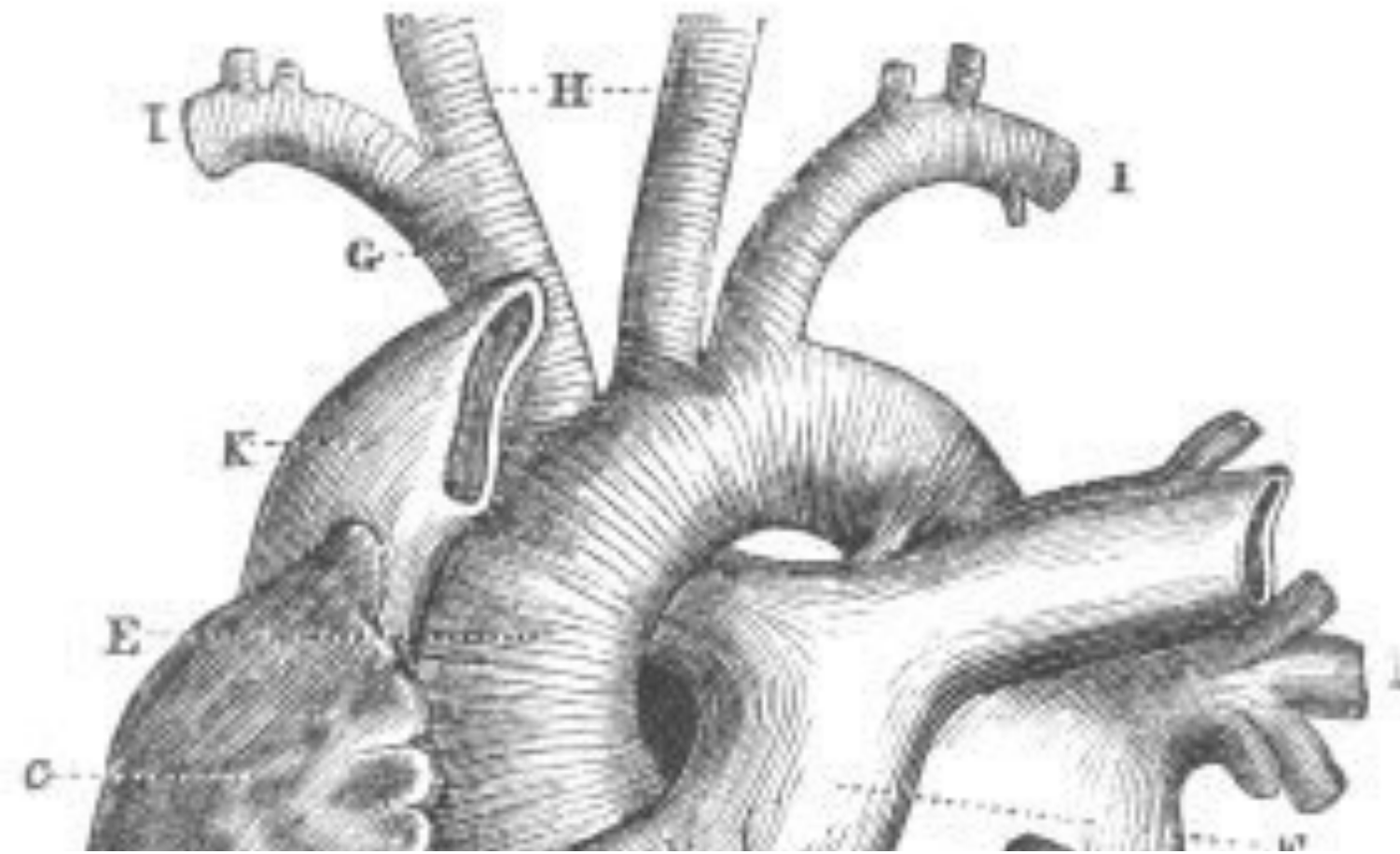
**90**



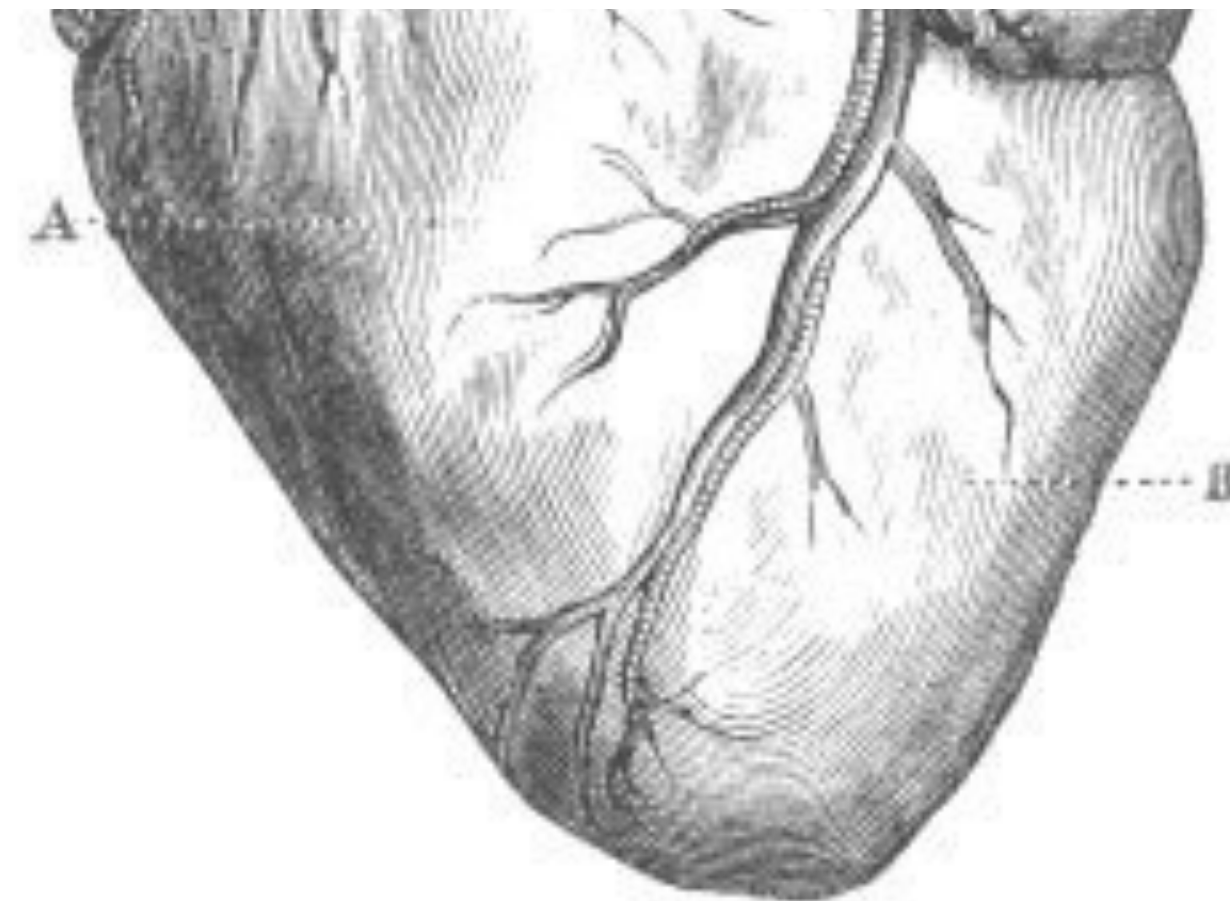


An open calendar is shown from a high-angle perspective, slightly blurred. The pages are white with a grid layout for dates. A white rectangular box is superimposed over the center of the calendar, containing the text 'HYPERTENSION "DIARY"'. The text is in a bold, black, sans-serif font. The background shows the curved spine of the calendar and the edges of the pages.

# HYPERTENSION "DIARY"



**GOAL** create a sense of empowerment and control in relation to hypertension



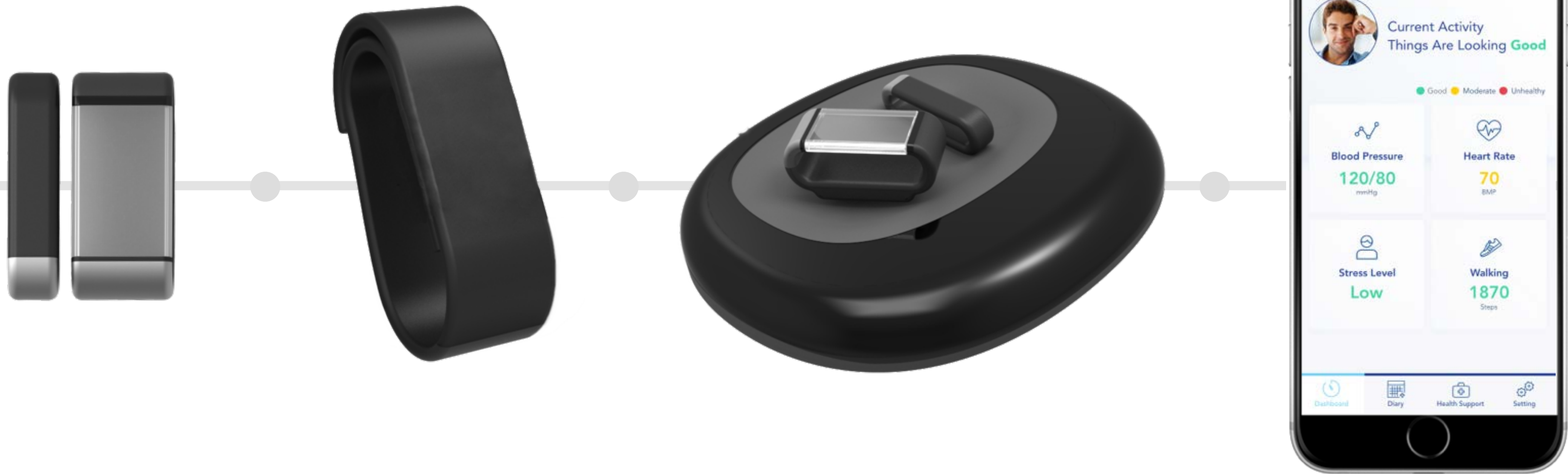
141  
93

**HEALTHCARE THAT FITS**

**SEAMLESSLY INTO**

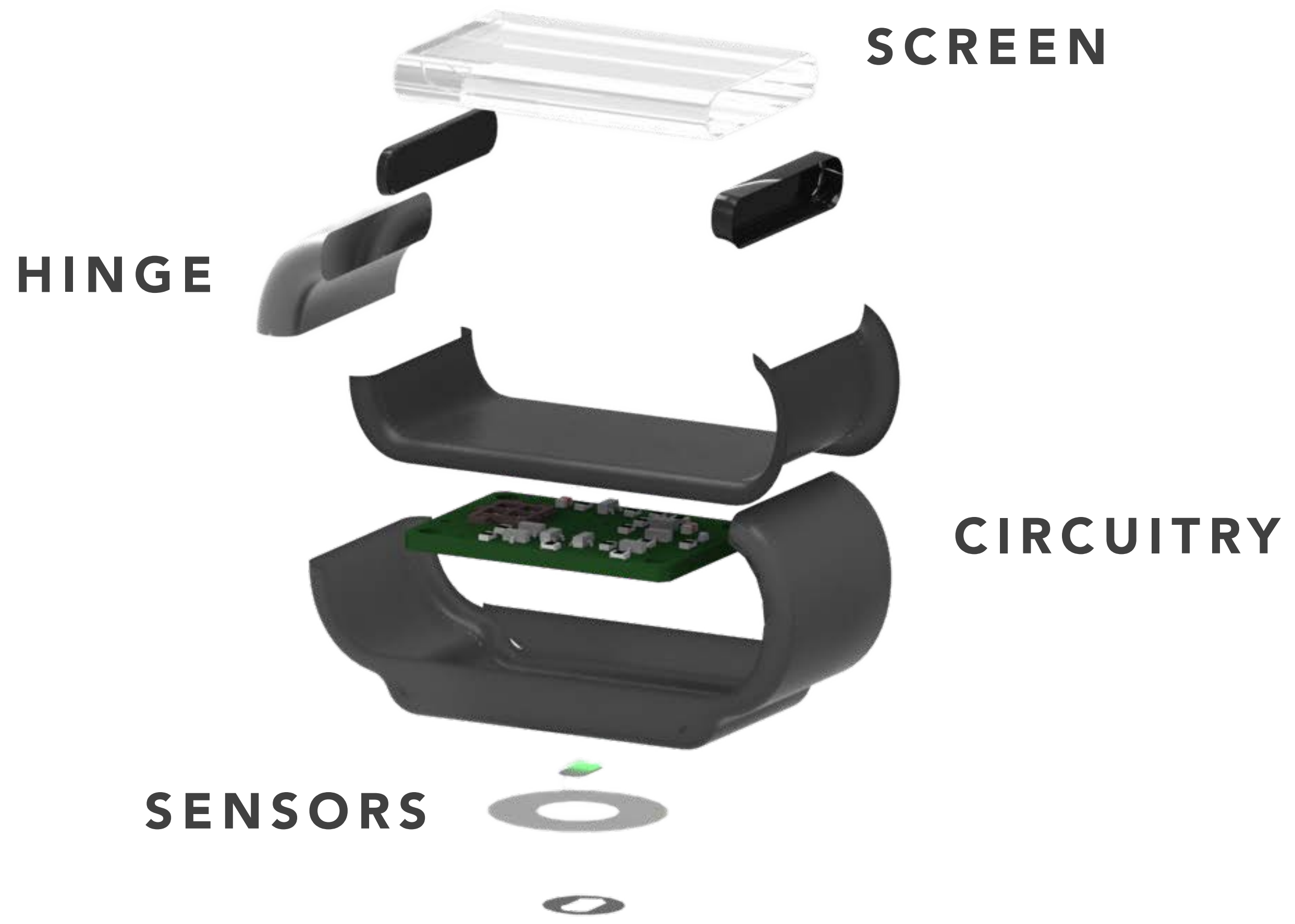
**EVERY LIFESTYLE**





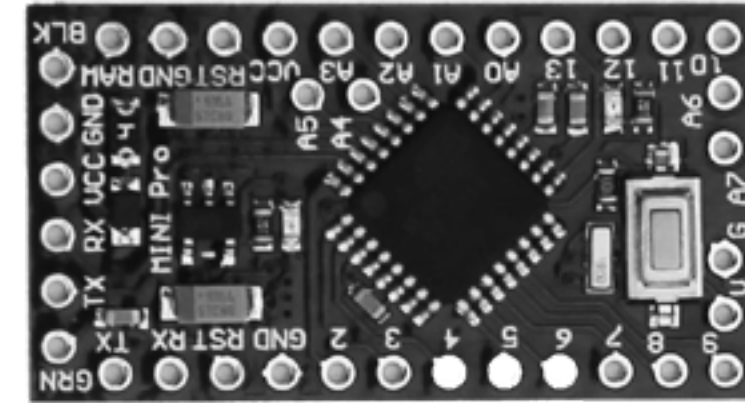






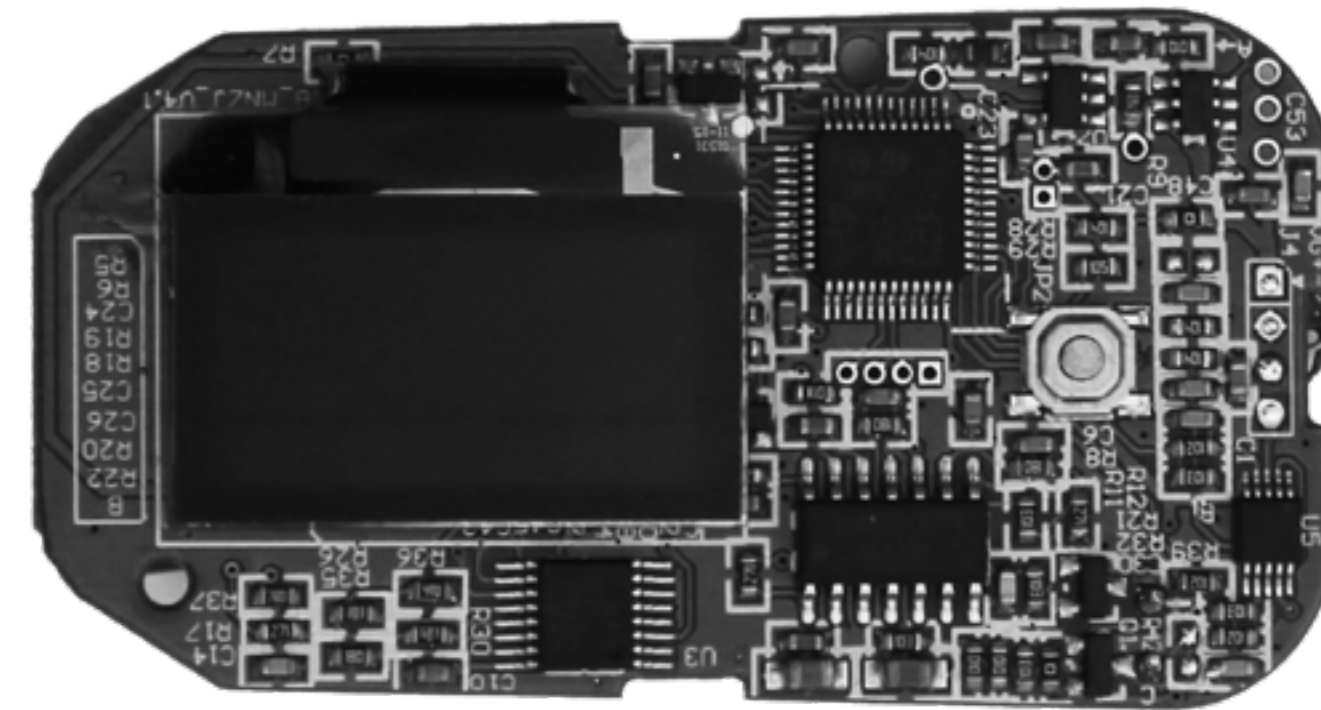


**CIRCUIT BOARD**



**BLUETOOTH**

**SMALL SCREEN**



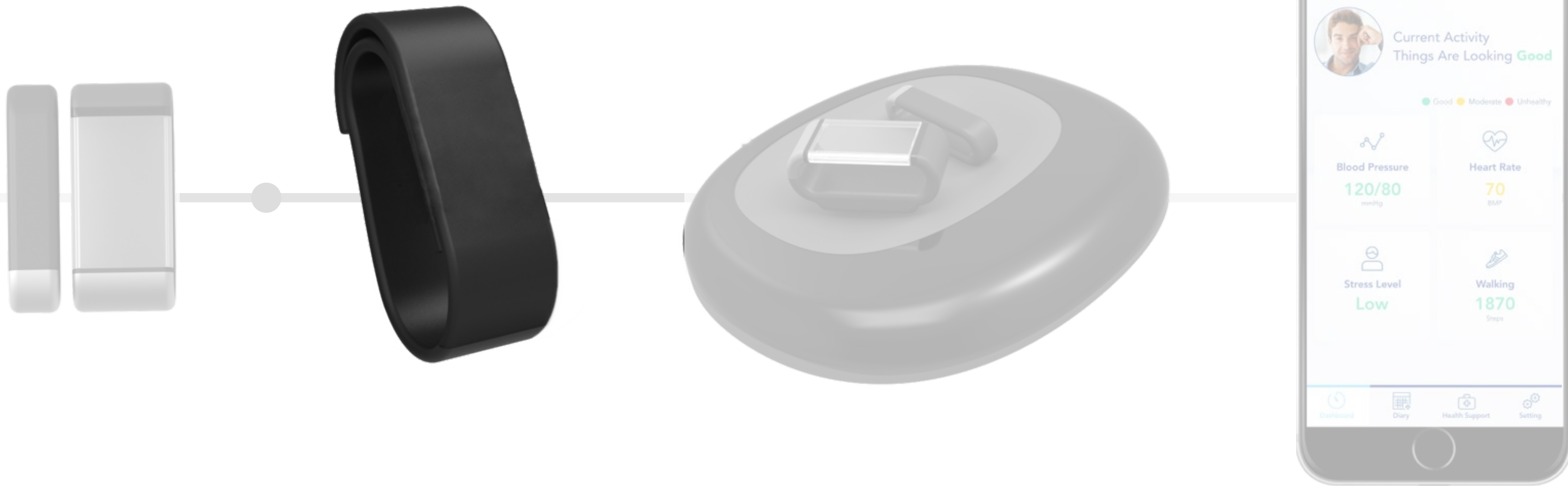
**2X PPG**

# 24 HOUR MONITORING



**MATCH YOUR  
STYLE**

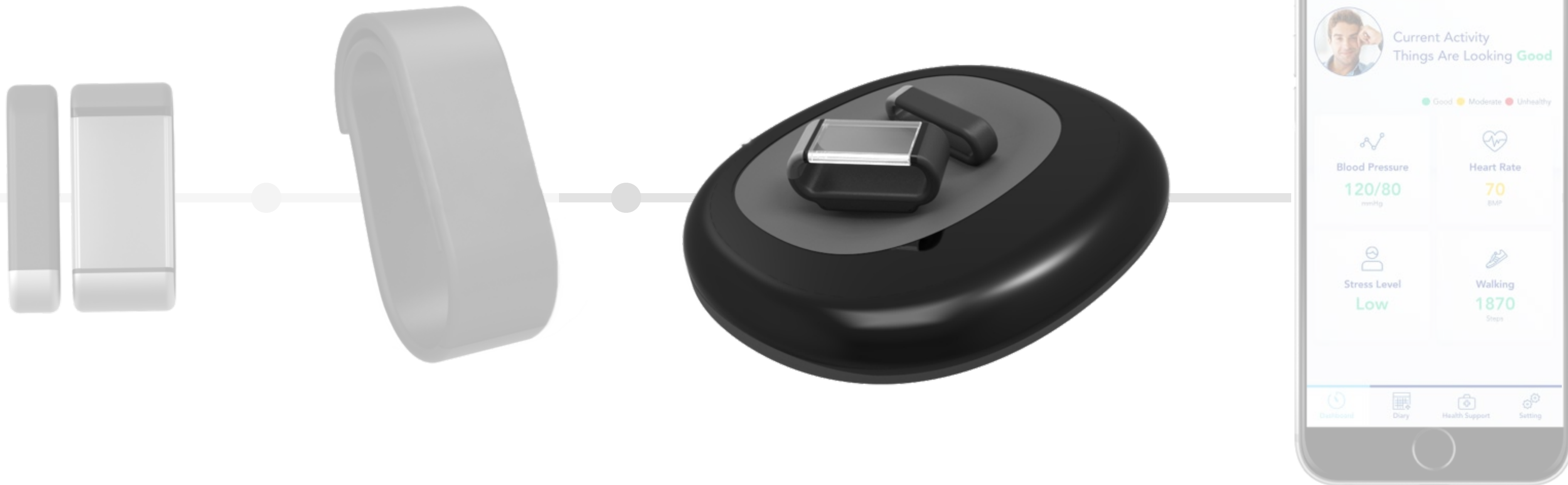






**ADAPTABLE**

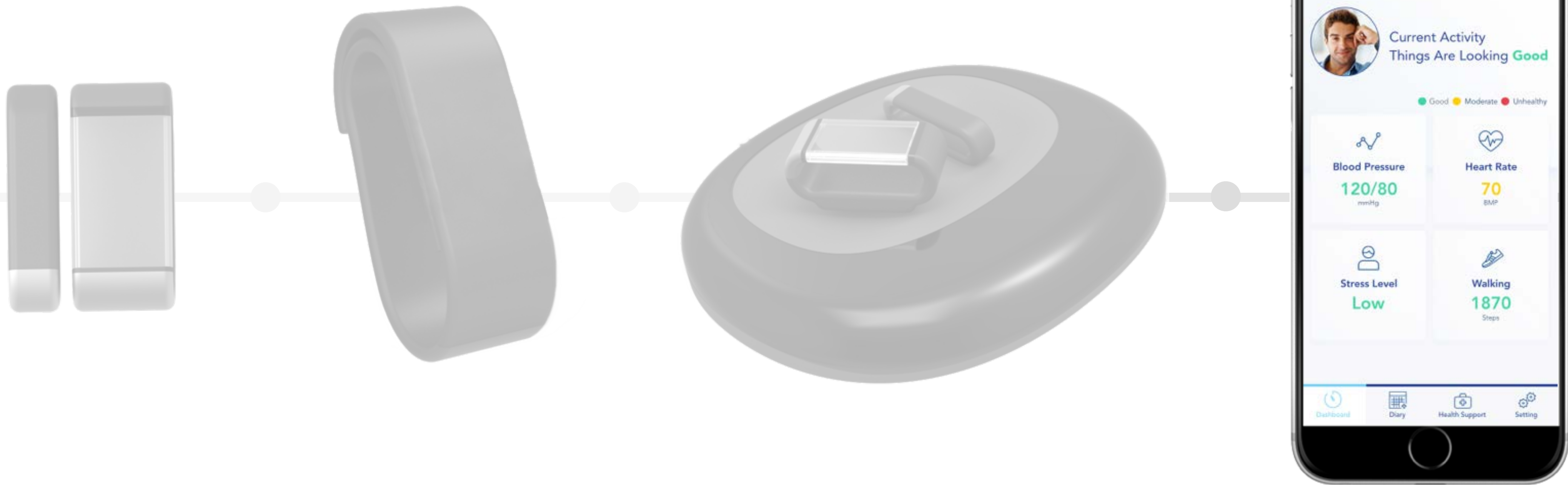






**EFFORTLESS**







●●○○ Panasonic

18:00 PM



Current Activity  
Things Are Looking **Good**

● Good ● Moderate ● Unhealthy



Blood Pressure

**120/80**

mmHg



Heart Rate

**70**

BMP



Stress Level

**Low**



Walking

**1870**

Steps



Dashboard



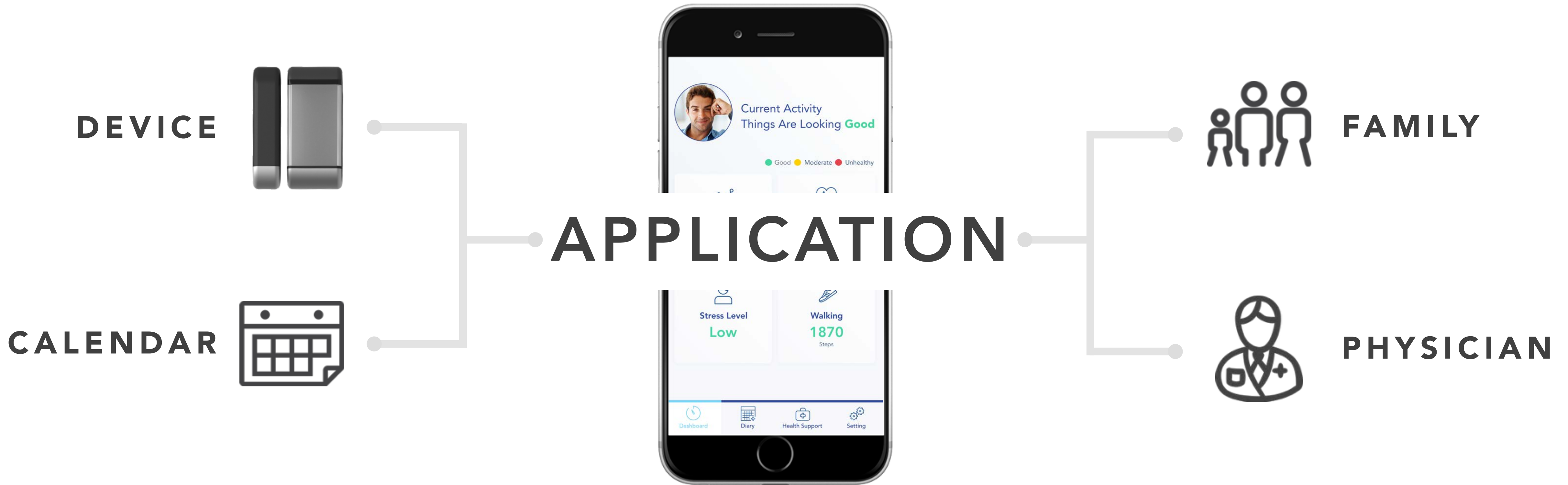
Diary



Health Support



Setting



**ACTIVITY**



**DEVICE**



**CALENDAR**



**WEB API**



# APPLICATION



**FAMILY**



**PHYSICIAN**

# CONNECTED HEALTH



Are The Symptoms?

- Dizziness
- Facial Flushing
- Headaches
- Anxiety

Walking  
1870 Steps

Stress Level  
Low

November 2016  
Thu 10 Fri 11 Sat 12 Sun 13 Mon 14 Tue 15 Wed 16

Good Moderate Unhealthy

13:40 p.m.-16:10 p.m.  
Panasonic Meeting

17th St. 5 Ave. New York

143/82 mmHg

120/80 mmHg

120/90 mmHg

180/99 mmHg

Current Activity  
Things Are Looking Good

Current Activity  
Mom Is Looking Un.

Heart Rate  
100 BPM

Blood Pressure  
120/80 mmHg















**FEMALE + MALE**  
diagnosed hypertensive

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	20-34	<b>11.1</b>	<b>6.8</b>
<b>USER GROUP</b>	35-44	<b>25.1</b>	<b>19.0</b>
	45-54	<b>37.1</b>	<b>35.2</b>
	55-64	<b>54.0</b>	<b>53.3</b>
	65-74	<b>64.0</b>	<b>69.3</b>

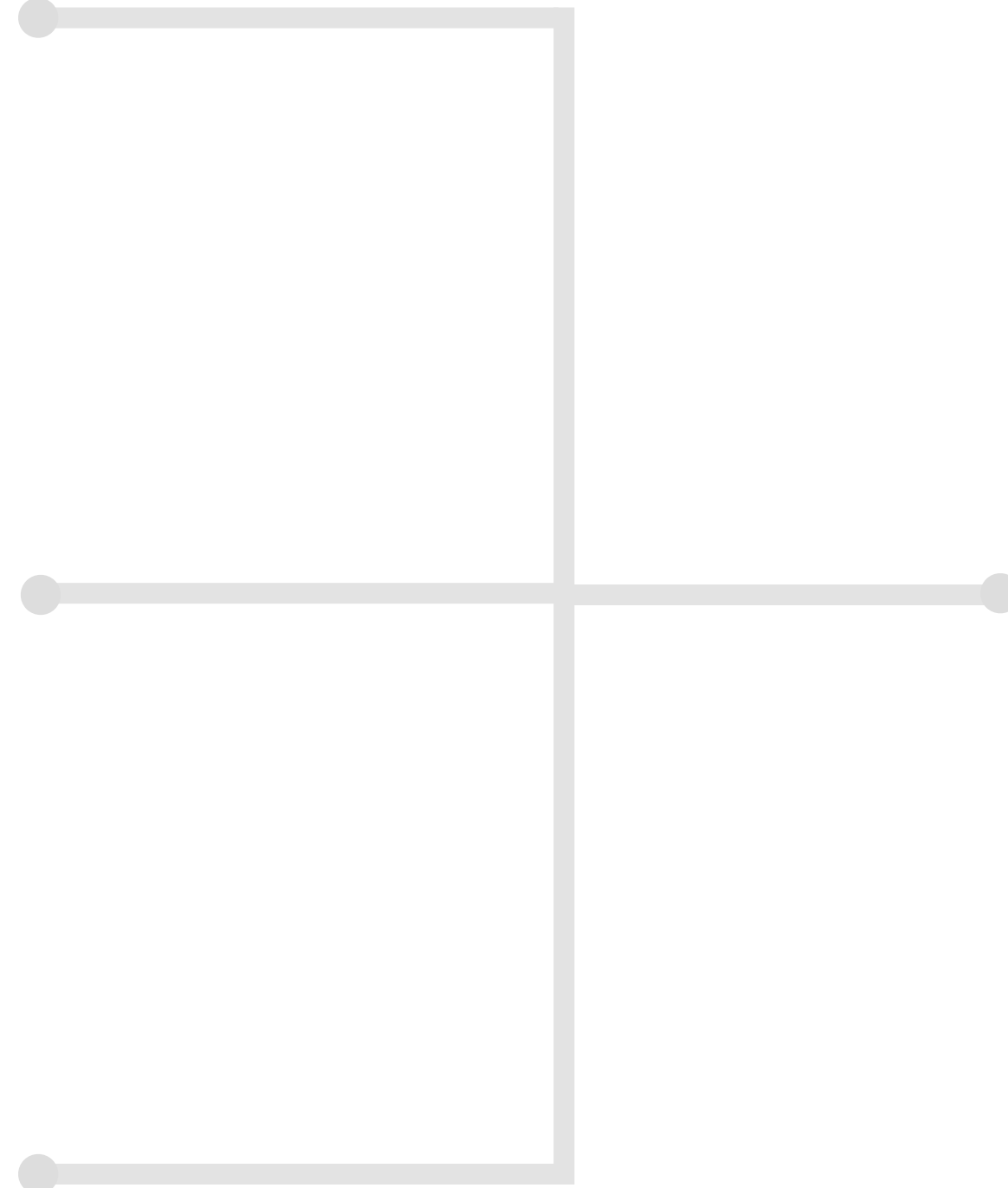
**USER**



**PHYSICIAN**



**FAMILY**



**Panasonic**

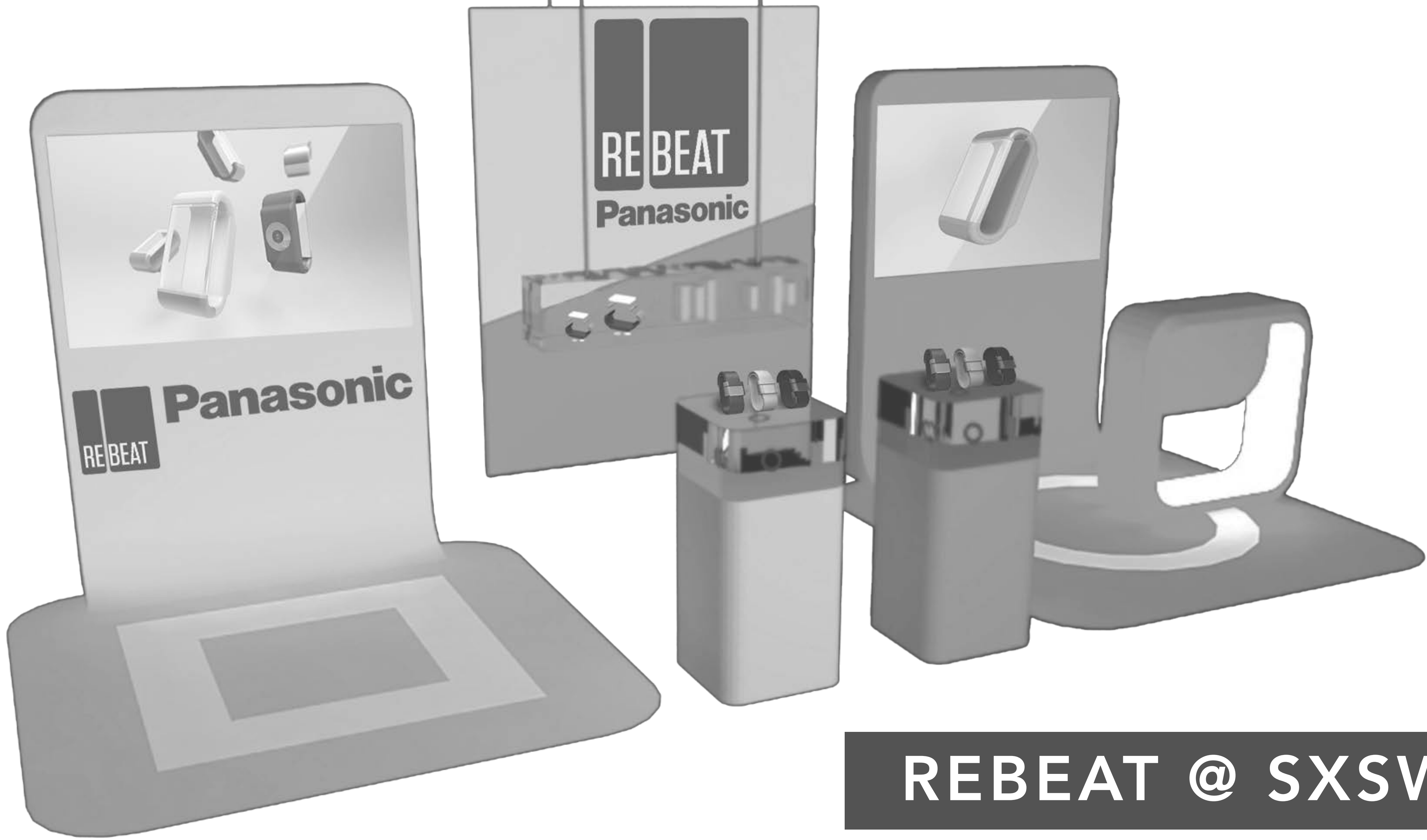


**MARKET COST**

**\$75-100**

device + starter band + charger





**REBEAT @ SXSW**



**REBEAT is a personal, efficient, and inclusive method for managing hypertension.**





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