



从软件到硬件
移动健康行业的软硬结合

The power of smart phone

- Dual core is becoming standard, four core is popular
- Big size touch screen is becoming standard
- Memory size is becoming huge
- 3G/WiFi is becoming standard
- High resolution camera is becoming standard
- UI/UE is the best in consumer electronics category

On the other hand, price is becoming lower and lower



中兴（ZTE）小旋风
U950 3G手机
TD-SCDMA/GSM
4.3英寸
1.3GHz四核
4G ROM+1G RAM
500万像素

价格：499元

A look on home use medical devices

- Industry design is still the same as 10, 20 years ago
- UI/UE not that user friendly
- Features are limited
- Software could not be updated
- Few devices are internet ready



Study on Doppler fetal heart rate monitor



Detector + Data Processing Unit + Display

New Model



Detector



Smart Phone



Cloud Service

Benefits gained by new model

- Hardware cost is cut
 - Data processing unit is replaced by smart phone
 - Display unit is replaced by smart phone
- More user friendly interface
 - Touch screen
 - Guided feature tour
 - More interactive
- More data processing power
 - More CPU power
 - More memory

Benefits gained by new model - more

- Wireless connected
 - Data collected can be shared to social media
 - Data collected can be passed to professionals
 - Data collected can be uploaded to cloud for analysis
 - Software can be updated automatically
- Service oriented
 - User is charged by service instead of hardware only
 - User can still be reached after selling the hardware
 - Service can be updated, new service can be promoted

Benefits on marketing/sales

- Generated content can be shared on Internet
 - Friends/Followers learn about the device/service
 - The content can be forwarded to more people
- More distribution channel
 - App Store
 - Mobile manufacture
 - Weibo/Wechat
- Interaction with customer
 - From mobile App directly
 - Weibo/Wechat

A look on new device by iCare NewLife



快乐妈咪
胎语仪
Smart Fetal Sound

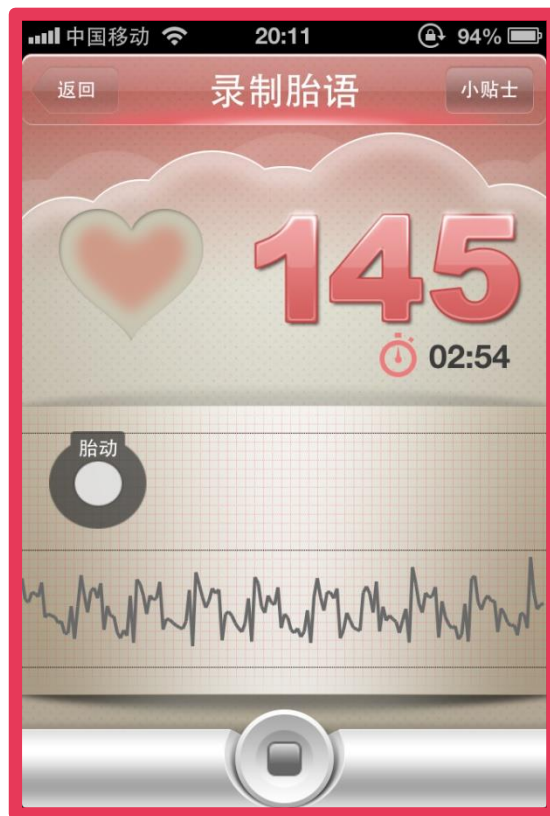
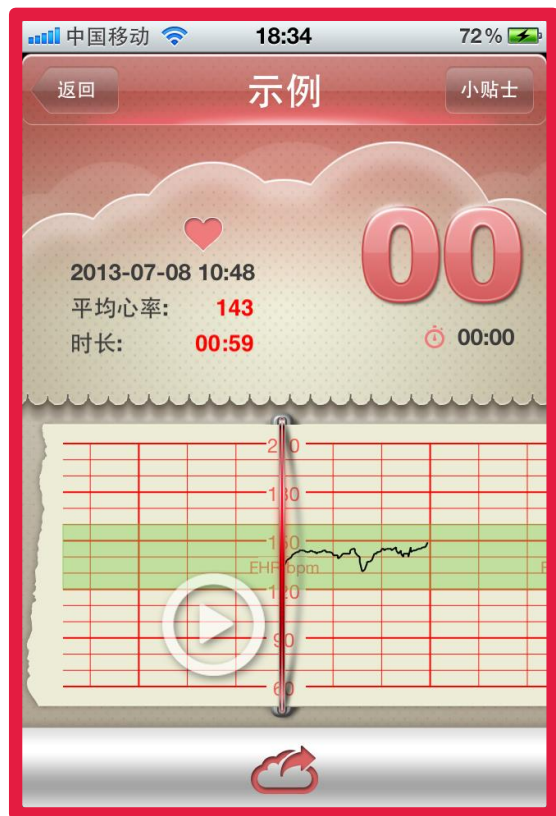
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Another case study: Ultrasound device



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Disruptive innovation on medical services



- Price is lower than 5000 RMB
- Mobile ultrasound becomes a standard device for every doctor

Opportunities & Challenges

- 中国是一个制造大国
- 新一代智能消费电子正在出现，行业将重新洗牌
- 中国有创造世界品牌的机会
- “Me too” 策略不合适
- 用户体验、品牌是决胜的关键



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