



Fresh perspective on health data



Discreetly posed as a business card holder, BabuUp picks up signals from compatible heart monitors, so that employers can track employee cardiovascular data in real time. BabuUp takes heart data to the next level, applying unique algorithms derived from big data to help employers gauge employee health and mood during meetings.



With all the people wearing trackers, we've been able to pair health and browsing data to develop ways of estimating personality type, mental health, and mood. We can't read minds yet, but we CAN read hearts.

Mobile health technology is opening up new doors for company wellness programs. Many companies are incorporating fitness trackers into their health initiatives — they're great motivators to keep employees focused on meeting their personal goals. Wellness plans that integrate wearable devices show marked gains in employee health and engagement, lower health insurance costs, and higher return on investment (ROI).

Number of wearable devices with wireless connectivity integrated into company wellness plans*

2012 □ 200,000

2018 □ 13 million

*ABI Research, 2013

New in 2016



New in the 2016 model, BabuUp will feature a camera capable of measuring heart rate by reading "micro-flushes", small changes in color on a person's face as their capillaries dilate and constrict. With this technology, BabuUp will be able to pick up the heart beat of anyone seated at your desk, not just people who are already wearing heart rate monitors.



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