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MyTraits Sport Partners with Helix to Deliver DNA-Powered Insights on Fitness

Krakow, Poland – August 1, 2017 - [Intelliseq](#), an interpreter of human DNA sequencing, today announced the launch of the MyTraits Sport, - a unique product that provides DNA-powered insights and a personalized analysis of fitness-related traits. Intelliseq developed MyTraits Sport in collaboration with Helix, a personal genomics company that recently launched the first online marketplace for DNA-powered products. MyTraits Sport will be available on the Helix marketplace ([helix.com](#)) along with a diverse range of DNA-powered products focused on ancestry, entertainment, family, fitness, health and nutrition. Intelliseq plans to debut and demonstrate MyTraits Sport at launch event hosted by Helix in San Francisco today.

MyTraits Sport is available on the iOS mobile application store allowing customers to get a personal analysis of their athletic ability and body mass index based on selected genetic variants. MyTraits Sport provides a personalized set of cards with detailed information about genetic markers that have been linked to different sport activities. Experts in the fields of sports physiology and genetics have contributed to making MyTraits Sport easier to understand and user-friendly. The product is not only for the fitness enthusiasts, but also for individuals interested in self-improvement as well as anyone who appreciates personalized services and educational content.

"MyTraits Sport benefits from Intelliseq scientists' deep knowledge in genome informatics and published scientific research. The application offers a relevant and reliable DNA-powered product on the Helix marketplace," said Marcin Piechota, Co-Founder and Chief Technology Officer at Intelliseq.

The availability of MyTraits Sport on the Helix marketplace provides people with a lifetime of learning not only in the ability to evaluate their sports-related fitness capability on the MyTraits Sports application, but also expands knowledge about their unique biology.



“Helix and Intelliseq have a shared mission to help people live healthier, happier and stronger. Improving access to genomic sequencing will empower millions of people to benefit from their own genomes and increase the utility of genomic information,” said Justin Kao, co-founder and SVP of Helix. “Helix is pleased to be working with Intelliseq who, like us, believes that providing people with access to a wide variety of DNA-based insights can accelerate innovation and increase the value of DNA-based products and services.”

MyTraits Sports will be available soon through Helix.com. Once an order is placed, a saliva collection kit is mailed out to the customer. Once the saliva sample is returned, Helix reads the DNA, Intelliseq translates the data and delivers the insights to the customer in the MyTraits Sport app. Existing Helix customers can purchase MyTraits Sports on the Helix marketplace without submitting another saliva sample.

To learn more about MyTraits Sports, visit www.mytraits.com. For more information about Helix or for high resolution images, visit www.helix.com/press.

About Intelliseq

Intelliseq is a genome informatics company established in 2014 by a group of scientists fascinated with pharmacogenomics and transcriptomics. Now, it is quickly growing to fill a void in a translation of genetics knowledge into the products market. The company consists of an interdisciplinary team of experts in genomics, molecular biology, bioinformatics, and software development. Intelliseq is focused on the development of novel algorithms and bioinformatic tools devoted to interpretation of human DNA sequence. MyTraits Sport is the first product of Intelliseq dedicated to the Helix marketplace. The future of Intelliseq solutions is heading in the direction of AI based mobile applications able to predict personalized risk and support treatment decisions. For more information visit www.intelliseq.pl or connect via [Twitter](#).

About Helix

Helix is a personal genomics company with a simple but powerful mission: to empower every person to improve their life through DNA. We've created the first marketplace for DNA-powered products where people can explore diverse and uniquely personalized products developed by high-quality partners. Helix handles sample collection, DNA sequencing, and secure data storage so that our partners can integrate DNA insights into products across a range of categories, including ancestry, entertainment, family, fitness, health and nutrition. From profound insights to just-for-fun discoveries, Helix is here to help people live a fuller life. Helix is headquartered in the San Francisco Bay Area, and has a CLIA- and CAP-accredited Next Generation Sequencing lab powered by Illumina (NASDAQ:ILMN) NGS technology, in San Diego. Helix was co-founded by Illumina in 2015, its largest shareholder. Learn more at www.helix.com.