HEALTH & FITNESS IN A CONNECTED WORLD

The health and fitness industry is facing major upheaval with the number of wearable devices now available. The number of solutions available in the market are steadily increasing and it is now possible to measure health parameters (via sensors), aggregate and analyze the (sensor) data, and interpret to determine various dimensions of a users' health.

Popular running apps like MyFitnessPal have a user base in excess of 50 million with 1.5 million users being added each month. Fitbit revenue was $745M last year (2014), and has more than 19 million registered users on its platform today.

Clearly, we are at the beginning of another wave of technological revolution which will impact the health and fitness industry, creating new business models, more opportunities, and more importantly, healthier individuals. After all, what gets measured, gets improved.

COMMIT SENSeI

Most of the solutions available today (wearables and applications) are able to monitor basic activity parameters. They stop at just physical instrumentation and thus their analysis and feedback in only one-dimensional. For example, a generic physical health monitoring solution makes little to no sense to somebody who is stressed or is at the cusp of a burnout. Future solutions have to be personalized and have a holistic approach towards health. They should be your seamless

partners. This was one of the prime reasons to start the COMMIT SENSeI project.

COMMIT SENSeI, led by Infosys, is a **state-of-the-art health and fitness solution** that gives "real-time" "personalized feedback" by measuring and analyzing users' **physiological, psychological & social health variables**.

SENSeI goes beyond mere physical health monitoring to ensure that the inferences and feedback are much more **relevant to**

the personality and context of the user. It correlates the user's physical activity, to their mood (measured via same solution) and fatigue levels. It then correlates this to the analytical output from multiple data streams derived from the web including social content, weather data etc.

The aim of the COMMIT SENSeI solution is to revolutionize the way people use health and fitness applications.

COMMIT SENSeI across industries

The knowledge and IPs developed in the COMMIT SENSeI project can be **leveraged in many other industries**. The work done in sensing various parameters of health, interpretation, personalized feedback and advanced analytics will find its use for applications in:

Health
- Tracking and personalized real-time feedback
- Remote patient monitoring
- Connected care
- Active aging

Insurance
- Applications to improve customer engagement and NPS
- Usage based insurance
- Tailored, contextualized insurance etc.

Manufacturing
- Employee safety in hazardous environments, and health monitoring

Smart IoT applications built by leveraging sensors on the phone; adding gamification elements

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