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Simband: a healthy wrist watch

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Bangalore: Samsung's strategy and innovation team demonstrated a health monitoring, wearable wrist band, called 'simband' at the San Francisco's SFJAZZ center. The simband can measure heart rate, respiratory rate and blood pressure. The support software, which enables the band to pool in data and display it, was also elaborated upon. This was done to ease customers worry and help them understand the methodology and functioning of the band.

Mr Young Sohn, president and chief strategy officer, Samsung Electronics said, "It is a measure to ensure that people understand their own health and wellness. This puts the individual in the driver's seat and can help them address their health issues at a faster rate." With around 1.2 billion of the population expected to be in their 60's by 2025, digital health innovation plays an important role as the doctor to patient ratio is low, mainly in developing countries.

Mr Sohn further added that Samsung would like to partner with innovators and developers across the globe, to extend this initiative in inventing technologies and more digital gadgets that improve the health of citizens.

As an encouragement for innovative startups and various other collaborators in the digital health industry, Samsung also announced a $50 million investment fund, dedicated to stimulate creative approaches to digital healthcare through open Samsung platforms.