



FOR IMMEDIATE RELEASE

**Aterica's Newly Designed Veta™ Smart Case and App for EpiPen®  
Named as CES 2016 Innovation Awards Honoree**

*Technology to help those with life-threatening allergies is recognized by the Consumer Electronics Association*

**WATERLOO, ONTARIO – November 11, 2015 – [Aterica Health Inc.](#)** today announces it has been named a CES 2016 Innovation Awards Honoree for its newly designed Veta™, the world's first anaphylaxis and food allergy support system for individuals and their families. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade media to honor outstanding design and engineering in cutting edge consumer electronics products across 27 product categories.

The award recognizes Veta for:

- Aesthetic and design qualities
- Engineering qualities
- User value
- Product uniqueness
- Feature attractiveness

"Being recognized by the CES Innovation Awards is extremely rewarding, knowing that our efforts to improve the lives of those dealing with life-threatening allergies is valued," said Alex Leyn, President and CEO of Aterica. "We believe Veta will be a game changer for the millions of adults and children affected by severe allergies and anaphylaxis across the globe. Our mission at Aterica is to provide those individuals and families the technology they need to live safer, easier and happier lives."

"The CES Innovation Award is particularly gratifying because it recognizes the tenacious efforts of our engineering and design teams to deliver a rich system experience in something that is so accessible," said Mike Fisher, VP Marketing and Business Development at Aterica. Aterica's multinational and multidisciplinary team of designers describe Veta's new design as "... a design that fits into its user's daily life and simplifies anaphylaxis vigilance through automatic monitoring and connectivity. Veta's sophistication is concealed in its simplicity."

Veta system includes a **smart case**, which replaces your stock epinephrine auto-injector case (initially supporting the EpiPen® brand of auto-injectors) and a **mobile app**, running on iPhone®, iPad®, iPod touch® and Android™ mobile devices, connecting to your support circles through the cloud.

Veta introduces a number of critical support features, including the following:

- Electronics and sensors that integrate with a cloud-enabled mobile app infrastructure to ensure peace-of-mind for auto-injector users, their families and their extended support circles;
- Support Circles (both private and extended) allow individuals and families to stay connected to support someone living with anaphylaxis and provide comfort and assistance in the event of a reaction;
- Ability to locate a misplaced auto-injector and receive alerts when the auto-injector and its user are separated;
- Ability to monitor temperature and expiry dates that could affect integrity of epinephrine inside the auto-injector;
- When the auto-injector is removed from the Veta smart case, signalling a possible serious anaphylactic reaction, Veta shares information about the user's location and broadcasts an Auto-Injector Removal alert to the user's private support circle.

The prestigious CES Innovation Awards are sponsored by the Consumer Electronics Association (CEA)<sup>™</sup>, the producer of CES 2016, the global gathering place for all who thrive on the business of consumer technologies, and have been recognizing achievements in product design and engineering since 1976.

All of the CES 2016 Innovation Honoree products are featured on [CESweb.org/Innovation](http://CESweb.org/Innovation).

#### **About Aterica Health Inc.:**

Aterica is a consumer-focused digital health company that develops health measurement, monitoring, and diagnostic products to enable individuals and families to actively manage their health on their own terms. Its technical team is comprised of professionals from many disciplines, including biochemistry, mechanical and electrical engineering, industrial design, medicine, and cloud and mobile software. Aterica is focused on the growing worldwide issue of anaphylaxis and food allergies.

Aterica has created Veta, a comprehensive anaphylaxis and food allergy support system. Veta includes hardware and cloud-connected mobile software components that help individuals and their families living with anaphylaxis practice good self-management practices and supports them and their loved ones if a reaction should occur.

To find out more about Aterica, visit [www.aterica.com](http://www.aterica.com)

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