

Health 2.0 and BodyMedia® announce winner of the Get Moving Challenge

SAN FRANCISCO - October 4, 2011 - [Health 2.0](#) and BodyMedia have announced the winner of the *Get Moving!* Developer Challenge – Team CTIS, with their social networking interface for BodyMedia FIT™ customers.

The winning submission integrates the BodyMedia FIT Activity Manager with social networking sites, allowing users to share and connect with others regarding their health and wellness journey. With the web-based concept, users can share their fitness goals, activity and food consumption information, pictures, videos and helpful educational resources.

Launched in June, the *Get Moving!* Developer Challenge was sponsored by BodyMedia, as part of the [Health 2.0 Developer Challenge](#). Teams were asked to develop an innovative technology application encouraging users to make long term positive decisions to improve weight or fitness and potentially compare progress among self-forming groups. Submissions were due August 19th, and were critiqued by a panel of judges who were looking for user-friendly, motivational and creative applications.

As part of their prize package, team CTIS presented their winning application on September 26th at the fifth annual Health 2.0 Conference in San Francisco. Additionally, they won \$5,000, one 50" Panasonic VIERA® Connect Plasma TV, one Sprint® Galaxy Tab by Samsung®, and five BodyMedia FIT *Bluetooth*®-enabled Armbands with five year subscriptions to the BodyMedia FIT Activity Manager.

You can learn more details about the Health 2.0 Developer Challenge [here](#).

About the Health 2.0 Developer Challenge: The Health 2.0 Developer Challenge was launched on June 2, 2010 at the Community Health Data Initiative (CHDI) meeting at the IOM, with support from the Department of Health and Human Services (HHS). The goal of the challenge is to bring the Health 2.0 Community together for rapid application development, both online and in physical code-a-thons. For more see www.health2challenge.org.

About Health 2.0: Health 2.0--The conference. The media network. The Innovation community. The Health 2.0 Conference is the leading showcase of cutting-edge technologies in health care, including Online Communities, Search and lightweight Tools for consumers to manage their health and connect to providers online. The Health 2.0 Developer Challenge is a series of prize competitions promoting health technology innovation. Health 2.0 also has its own media channels, Health 2.0 News and Health 2.0 TV; its own market intelligence service, Health 2.0 Advisors; and also sponsors the Health 2.0 Accelerator industry consortium. Health 2.0 was founded by Indu Subaiya & Matthew Holt in 2007 and is now a community of hundreds of organizations and thousands of innovators. For more information, see www.health2con.com.

About BodyMedia: When your body talks, BodyMedia listens. BodyMedia has been unlocking and deciphering secrets of the body since 1999. Headquartered in Pittsburgh, PA, BodyMedia is the pioneer in developing and marketing wearable body monitors. Since inception, BodyMedia has given people the power of decoding their body's secrets and the ability to leverage that information to make sweeping changes to their own health and wellness.

What separates BodyMedia from other all-day body monitors is our commitment to deliver the highest level of accuracy outside of a lab and our unflinching resolve to clinically prove that our products deliver the benefits that we say they do. In fact, our system is registered with the FDA as a Class II medical device. The BodyMedia system has been proven to enhance users' weight loss by 3X*. Future applications will address a broad range of therapeutic conditions and special populations. For more information, visit www.bodymedia.com.

*Data on file.