



USC CENTER FOR
BODY COMPUTING

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MC10 Joins USC Center for Body Computing to Advance “Seamless Sensing” in the Wireless Health Industry

Leading Maker of Conformal Electronics, MC10 Creates Ubiquitous Computing “Body Tattoo” Sensors

Los Angeles, January 10, 2012—The USC Center for Body Computing (CBC) has announced that MC10 Inc. of Cambridge, Mass. has become a member of the CBC, an independent wireless health center that works with innovators to create the future of healthcare. MC10’s unique technology platform reshapes electronics by transforming high-performance electronics into thin, conformal systems that move with the natural world.

MC10 is developing a variety of products that can be used on and inside the body to monitor different systems and functions including the heart (ECG), the brain (EEG), muscles (EMG), body temperature, and hydration. MC10’s sensors use traditional high-performance electronics but, unlike conventional, rigid devices, MC10 enables seamless sensing by packaging those electronics into ultra-thin, flexible patches that are virtually invisible to the user. Becoming “invisible to the wearer” is a critical feature for wearable health products to ensure wearer comfort and to improve patient compliance with wireless health-monitoring protocols.

“New technologies such as MC10’s platform for ‘seamless sensing’ are catalyzing the era of the quantified self, an emerging trend in which people self-monitor themselves to fine-tune physical performance,” said Leslie A. Saxon, M.D., the executive director of the CBC and a noted futurist. “MC10’s game-changing technology is pioneering the trend towards more powerful and ubiquitous sensors. We welcome them to the USC CBC community, and look forward to working with the company to promote new wireless health products that revolutionize healthcare as we know it.”

The Center for Body Computing works with other USC schools, including the USC School of Cinematic Arts, the USC Marshall School of Business, and the USC Viterbi School of Engineering to think about, study, and create the future of wireless medicine.

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“The USC CBC is one of the leading centers promoting wireless health and MC10’s membership will advance both the efforts of the industry and our own development,” said David Icke, CEO of MC10 Inc. “The team at MC10 is working hard to bring our unique technology to the market but we recognize that we cannot revolutionize healthcare on our own. Our membership with the CBC will greatly improve our ability to engage with the full wireless health ecosystem.”

About MC10

MC10 takes electronics ‘out of the box’ to create thin, conformal systems that are able to move with the natural world. The company combines breakthrough technology with innovative engineering to develop exciting new consumer, medical, and industrial products. MC10 is headquartered in Cambridge, MA. Visit MC10 online at www.mc10inc.com.

About the USC Center for Body Computing

USC initiatives include work with USC Athletics to monitor athletes; the Institute for Communication Technology Management at the USC Marshall School of Business to study how mobile phones can be used in the prevention of illnesses and epidemics; studying the role of social media in health care (the USC CBC co-developed one of the most popular smoking cessation apps ever created); gaming (the heart rate game, I HEART Jellyfish, and others, will be released this year), and conferences and seminars.

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