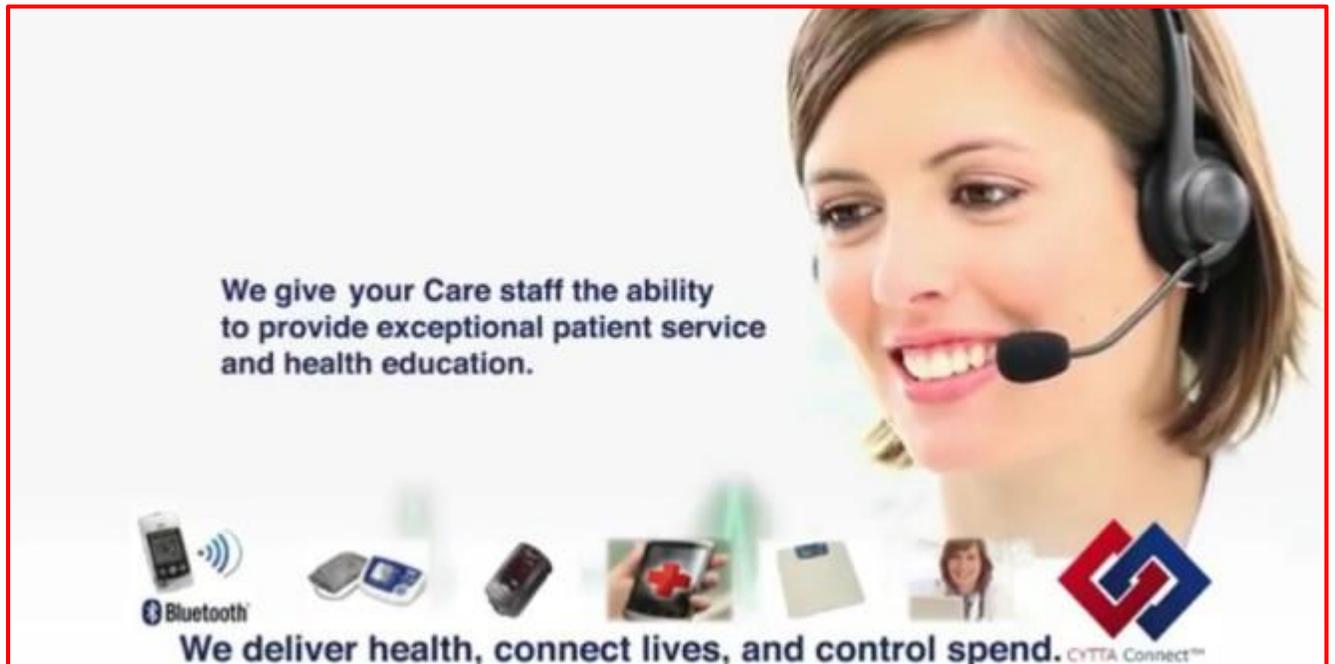


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Cytta Corp. selects Oracle's Cloud IoT platform for its telemedicine technology*

+Author Gaetan R. +March 31, 2016 +Business, Connected Health +To write a comment

American corporation Cytta Corp. and their partner Doctor Direct Inc. have chosen the Oracle Cloud IoT platform. Doctor Direct uses Cytta's VeriSmartPhone™ technology, which is a proprietary remote medical monitoring system. The goal is to quickly integrate their services onto the already developed Oracle Cloud/IoT platform.

Cytta Corp., specially created the VeriSmartPhone™ for utilization in the IoT marketplace. This Cytta technology has proven its efficiency in the medical field after being successfully tested in real time live patient remote monitoring trials.

The VeriSmartPhone™ based Doctor Direct remote medical monitoring technology consists of an 'intelligent' VeriSmartPhone™ with an android rooted control interface, which automatically receives and sends all Bluetooth remote medical monitoring data to the Oracle Cloud. And once analyzed at the Oracle Cloud, the data is sent on to the

designated Doctor, nurse, caregiver recipients, creating two-way real time medical data, video and voice communication.

The control interface of the VeriSmartPhone™ device, integrated into the unlocked smartphone's Android operating system, automatically sends and receives data, via Bluetooth from connected medical devices, measuring heart rate, blood pressure, etc., to the Oracle Cloud.

Once this information is analyzed, the data is sent on to the designated Doctor, nurse, or caregiver. This analysis is complemented by real-time telecommunications service through voice, video, SMS reception and emails. The patient can enjoy quality medical assistance round the clock, 24/7 at a low cost.

A coherent economic model

The acquisition of the Healthcare vertical remote medical monitoring market by Doctor Direct Inc., and their ongoing rollout of the Cytta technology, has also formalized Cytta's vertical market licensing model. Cytta's licensing model requires an initial fee for the license, a dilutable equity interest and a Royalty in perpetuity.

Doctor Direct Inc. is the first company to license the Cytta technology. Their vertical market licensing model works on a recognized business model: the purchase of the license, the provision of an equity interest and a royalty for life.

Cytta will supply and upgrade all the technology for their vertical market partners and supply corporate management and sales and marketing expertise as required. The Oracle Cloud/IoT Platform will also be available to any of Cytta's partners in other vertical markets currently being negotiated.

In return, Cytta promises to provide and upgrade these technologies for its partners and their customers, and provide support to them through their marketing expertise. The agreement with Oracle, for use of its Cloud IoT platform, gives all Cytta customers, access to their powerful tools to store and process data.

*(translated from the French version published Paris France, March 31, 2016 by R. Gaetan, ObjetConnecte.com - The Magazine of IoT Professionals)