



## Davis Research Group Publishes Research Report on Cytta Corp

San Francisco, CA, June 16th, 2016 --[Cytta Corp.](http://www.cytta.com) (OTCPINK:CYCA) is pleased to announce that it has received the Research Report dated June 15<sup>th</sup>, 2016 prepared by Davis Research Group regarding the Company's Cytta Connect and VeriSmartPhone™ technology. The full text of the Report is attached as Schedule A and also available on our website (<http://www.cytta.com/Research-Report.php>). Some brief excerpts from the Davis Research Report follow.

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"Cytta Corp. ([www.Cytta.com](http://www.Cytta.com)) together with its joint venture partner, Doctor Direct Inc. ([www.DoctorDirectInc.com](http://www.DoctorDirectInc.com)) entered into an agreement with Oracle Corp. ([www.Oracle.com](http://www.Oracle.com)) effective March 15, 2016. Subject parties are integrating Cytta's VeriSmartPhone™ technology with Oracle's Cloud/IoT platform. Doctor Direct Inc. shall be granted immediate utilization of the Cytta-Oracle platform for remote medical monitoring of healthcare data on their proprietary VeriSmartPhone™ worldwide..."

"Cytta is the only firm in the world that chose the ultra-dynamic path of reprogramming unlocked secure smartphones to convert them into remote monitoring hubs. Technology behind the unlocked intuitive VeriSmartPhones™ is highly proprietary and has been submitted for patent protection..."

"Doctor Direct's remote medical monitoring technology also utilizes this intelligent phone system, based upon an android rooted control interface, to automatically receive and send all Bluetooth remote medical data to the Oracle cloud. Data may then be provided



to the patient's doctor, nurse or medical facility vis-à-vis two-way real-time, voice, data or video communication. The VeriSmartPhone™ also analyzes the information and communicates via SMS or email in real-time to the Oracle cloud. Patients are provided a low cost, 24/7 intelligent, instantaneous monitoring service from any location at any given time..."

"Other business applications will be fully integrated with Cytta's VeriSmartPhone™ for remote monitoring. Specialty programmed VeriSmartPhones™ have been designed to integrate the Internet of Things (IoT) into any type of market segment. Version 2.0 of its Cytta Connect Android O/S software, now being upgraded, will be utilizing Oracle's software..."

About Cytta Corp.( [www.Cytta.com](http://www.Cytta.com))

Cytta Corp. is an IoT remote monitoring connectivity system and is known for its Cytta Connect open source WiFi, cellular and satellite VeriSmartPhone™ platform, a highly scalable and secure IoT two-way real time monitoring solution. The Cytta VeriSmartPhone™ technology consists of an 'intelligent' rooted android smartphone reprogrammed at the operating system level as an IoT control interface. This reprogrammed very smart device automatically connects all Bluetooth remote medical monitoring devices to the Oracle Cloud/IoT Platform, and from there to the designated recipients, creating two-way real time data, video and voice communication. The Cytta Connect technology automatically connects all remote monitoring devices to Oracle's Cloud/IoT platform creating real time communication for all IoT market segments

About Doctor Direct Inc.( [www.DoctorDirectInc.com](http://www.DoctorDirectInc.com))

The Doctor Direct medical remote monitoring technology is complete, live patient tested and has been field deployed. The Doctor Direct system is completely open source – Automatically connects any Bluetooth health or wellness devices (i.e. Blood Pressure, Blood glucose, Pulse oxygen, digital scale, etc.) to the VeriSmartPhone™ to the Oracle IoT/Cloud and on to the caregivers anywhere, and anytime. Data is automatically received by VeriSmartPhone™, interpreted, assessed and recipients determined. VeriSmartPhone™ transmits data in real time to the Dr., Nurse, Caregiver and/or family member along with determination of action level or importance. Dr., Nurse, caregiver, or family member responds to patient via voice, video, SMS or email in real-time through a VeriSmartPhone™ in the patient's home. The Doctor Direct remote patient monitoring system, combined with the new billing/CPT codes for the service, has created the opportunity for real-time patient monitoring and a significant revenue stream to the Physician for providing better quality care.

Safe Harbor Statement/ Forward-Looking Statements

Statements included in this press release, which are not historical in nature, are forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Statements relating to the future performance of the



Company are subject to many factors including, but not limited to, the customer acceptance of the products in the market, the introduction of competitive products and product development, the impact of any product liability or other adverse litigation, working capital and availability of capital, commercialization and technological difficulties, the impact of actions and events involving key customers, vendors, lenders, competitors, and other risks. Such statements are based upon the current beliefs and expectations of the Company's management and are subject to significant risks and uncertainties. Actual results may differ from those set forth in the forward-looking statements. When used in this press release, the terms "anticipate", "believe", "estimate", "expect", "may", "objective", "plan", "possible", "potential", "project", "will", and similar expressions identify forward-looking statements. The forward-looking statements contained in this press release are made as of the date hereof, and we do not undertake any obligation to update any forward looking statements, whether as a result of future events, new information, or otherwise.

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Schedule A - Davis Research Report in Full – Cytta Corp

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COVERAGE OF MICROCAP STOCKS SINCE 1976  
CYTTA CORP. RESEARCH REPORT - June 15<sup>th</sup>, 2016

Wall Street's first encounter with computer software emerged in 1948 when a brilliant scientist from the University of Manchester(UK), named Thomas Kilburn, programmed the so-called "Small Scale Exponential Machine." Security analysts at Merrill Lynch and Co. were hardly impressed with this development and thought computer software would eventually be a relatively modest market of perhaps less than \$100 million. Initially, software was marketed as being "bundled" with hardware by such firms as Data General, Digital Equipment and IBM, until the famous Justice Department case against Microsoft Corporation occurred much later in 1999.

Apple Computer Inc., now known as Apple Inc., introduced the Macintosh 128K computer on January 24, 1984 with its "system software" which was later renamed the Mac OS (Operating System). Once again, the Street blinked like a castrato over a love affair in Capri.

Bill Gates revolutionized the world of computer software forever with introduction of Windows 1.0 on November 20, 1985. Initially priced at \$100, Windows 1.0 was quickly perceived as an ultra-dynamic product innovation that instantly achieved the status of dominant market software for running mainframes along with personal computers.

The introduction of Windows 1.0 was really an incredible "aha moment", as Wall Street's analysts at brokerage firms like Blyth Eastman Dillon, White Weld, Rothschild, Spencer Trask and Lehman quickly realized that software companies which dominated large captive markets could eventually capture billion dollar capitalizations. Even the old guard, financial journalists like Alan Abelson at Barron's visualized the profound writing on the wall. Smart Money's Yale Hirsch, the father of seasonality, even realized that software companies with dominant product could become investment vehicles for the big-bank trust departments.

Adobe System's dazzling marketing campaign of 1984-1985 for Post Script software quickly convinced many institutional investors that even dominance of graphic designs deserved more than a fleeting blush of higher multiples.

Judge Thomas Penfield Jackson's famous decision, rendered November 5, 1999, in the case of U.S. vs. Microsoft Corp. that specified firms with dominant software positions could simply operate their software divisions as separate operations and not be that concerned with Sections 1-2 of the Sherman Antitrust Act. This decision transformed monopolistically competitive companies into the realm of high-caliber multiple expansion entities.

Fast forward to 2016, as numerous U.S. software firms with some degree of relative market dominance sport billion dollar capitalizations. Quite a few of these software firms have captured exceedingly high valuations as the hedge funds have bid their shares to rather lofty levels. Salesforce.com with a market cap of nearly \$55 billion, has carved out a recognizable catbird niche in marketing platforms. Best known for its big data



applications, Informatica Corp. sports a market cap of \$5 billion on a 48X multiple. Even Manhattan Associates Inc. has captured a \$4.5 billion market cap discounted at 43X from its linchpin platform in supply software.

Davis Research Group has discovered an exciting, vertical sector which should evolve into a multi-billion dollar market that must be expected to captivate Wall Street's investment focus for software dominated, network growth. All human beings on planet earth are impacted one way or the other by this life and death related sector. More specifically, our global healthcare market truly represents one of the world's fastest growing applied software markets as we approach 2020.

Expansion of the world's ageing population will require a monumental rise in our healthcare spending. The global **mobile** healthcare market is expected to expand rapidly from \$4.75 billion in 2014 to approach \$49 billion by 2020 based upon a study by Grand View Research. Projections indicate that the Asian-Pacific market for global **mobile** healthcare should provide the world's fastest geographic growth with a CAGR of 49.1% between 2014-2020. Ubiquitous smartphone proliferation over 3G-5G networks could easily serve as the technological impetus for this substantial expansion.

All the global **mobile** healthcare market needs now is to disrupt the inefficient and dysfunctional healthcare system with the right "Uber" to emerge. Actually, evolution of an Uber is already underway. Dr. Davis Liu has predicted that creation of mobile healthcare will allow patients to access a large spectrum of physicians. Medical specialists who treat everything from aortic circulation to zymosan yeast infections already offer their services online. An Uber application for healthcare would have certain profound advantages over an Uber utilized as a makeshift taxi.

Just a few of these profound advantages include far greater scalability for serving the masses who require checkups for medicine, far less propensity for out-of-pocket spending plus real professional service providers versus part-time drivers. Of course, a large \$49 billion potential market for global mobile healthcare relegates Uber's taxi model to being somewhat of a candy store model. It would be like comparing an abacus to 5G laser transmission.

Recent internet searches for on-demand healthcare firms have turned up 38 startups which are now providing telemedicine services. However, one emerging healthcare company with amazing software known as Cytta Corp.(CYCA) has already demonstrated the sheer ability to disrupt the inefficient and mostly dysfunctional healthcare system.

Cytta Corp. ([www.Cytta.com](http://www.Cytta.com)) together with its joint venture partner, Doctor Direct Inc. ([www.DoctorDirectInc.com](http://www.DoctorDirectInc.com)) entered into an agreement with Oracle Corp. ([www.Oracle.com](http://www.Oracle.com)) effective March 15, 2016. Subject parties are integrating Cytta's VeriSmartPhone™ technology with Oracle's Cloud/IoT platform. Doctor Direct Inc. shall be granted immediate utilization of the Cytta-Oracle platform for remote medical monitoring of healthcare data on their proprietary VeriSmartPhone™ worldwide. This



agreement provides Cytta plus Doctor Direct a unified platform along with access to all of Oracle's various Cloud and IoT technologies.

Other business applications will be fully integrated with Cytta's VeriSmartPhone™ for remote monitoring. Specialty programmed VeriSmartPhones™ have been designed to integrate the Internet of Things (IoT) into any type of market segment. Version 2.0 of its Cytta Connect Android O/S software, now being upgraded, will be utilizing Oracle's software. Oracle has agreed to supply their database platform including big data, analytics plus security features to the VeriSmartPhone™.

Doctor Direct's remote medical monitoring technology also utilizes this intelligent phone system, based upon an android rooted control interface, to automatically receive and send all Bluetooth remote medical data to the Oracle cloud. Data may then be provided to the patient's doctor, nurse or medical facility vis-à-vis two-way real-time, voice, data or video communication. The VeriSmartPhone™ also analyzes the information and communicates via SMS or email in real-time to the Oracle cloud. Patients are provided a low cost, 24/7 intelligent, instantaneous monitoring service from any location at any given time.

Cytta has formalized its vertical licensing model of the remote monitoring market through integration of its Doctor Direct joint venture with Oracle's Cloud. This impressive licensing model will generate an initial fee for the license, an equity interest plus potentially high royalty income. Additionally, income will also be generated through system upgrades, along with marketing and management services.

The Oracle/IoT platform will also be made available to Cytta's partners in other vertical markets. Current negotiations are underway to provide other joint ventures for Oracle's cloud platforms through Cytta. Oracle's now renowned Cloud Services are already utilized by 70 million people who process 34 billion translations daily. This remarkable system runs on over 50,000 devices, storing more than 800 petabytes of data in 19 data centers around the world.

Oracle's partnership has allowed Cytta to focus upon its upgrade of the VeriSmartPhone™ software while utilizing the cloud and IoT technologies of Oracle for other applications. Once Cytta's revamped Cytta Connect software is completed, Cytta and Oracle will have a world class, proprietary system for the collection of data, and transmission plus analysis.

Cytta is the only firm in the world that chose the ultra-dynamic path of reprogramming unlocked secure smartphones to convert them into remote monitoring hubs. Technology behind the unlocked intuitive VeriSmartPhones™ is highly proprietary and has been submitted for patent protection.

The U.S. Department of Health and Human Services(HHS) has issued two CPT codes that allow physicians and medical facilities to bill nearly \$100 per patient when utilizing the Cytta Connect technology. Accordingly, Cytta will be generating very substantial



revenues of \$30 per patient monthly from all healthcare providers within the system. Initial trials with family medical practices have revealed that Cytta's system represents a huge profit center to these Providers.

Trial programs for this online healthcare system have moved forward at the Heritage Provider Network, Dignity Healthcare plus Prospect Medical Group. Heritage saved \$1840 per patient per month utilizing Cytta's system (see Independent HPN Whitepaper at ([www.cytta.com/whitepapers.php](http://www.cytta.com/whitepapers.php))). Three additional medical groups have already expressed interest in Cytta's version 2.0 upgrade with the Oracle cloud. Once version 2.0 is completed, numerous other major clients are expected to move forward with joint ventures.

Horizontal healthcare markets should also provide Cytta with an exciting avenue for future growth. One of the most intriguing sectors for horizontal joint ventures is the global cardiac monitoring and rhythm market which is projected to expand from \$21.4 billion of annual revenues in 2015 to \$26.6 billion 2020 according to research by [marketsandmarkets.com](http://marketsandmarkets.com). Firms which are well positioned for joint ventures in this exciting space include: Biotronik Inc. (Germany); Boston Scientific Inc., Cardiac Science Co., GE Healthcare, Medtronic Inc., Phillips Healthcare (The Netherlands); Schiller AG(Switzerland); Sorin S.P.A.(Italy); along with St. Jude Medical Inc.

Significantly more ultra-dynamic to Cytta than cardiac monitoring, as a revenue generating market, will be the Internet of Things(IoT). Cytta was a real pioneer in IoT's initial development with the first version of fully functional software designed for direct integration of IoT with cloud platforms designed to manage healthcare applications. Actually, development of this IoT platform for healthcare was the *raison d'etre* Oracle was first attracted to Cytta. Creation and utilization of the programmed VeriSmartPhone™ by Cytta will empower clouds worldwide such as that of Oracle to process countless, diverse applications.

Known as IoT, the internet of things refers to global connectivity of computerized devices, services, cellphones plus all types of embedded systems. This worldwide system of connected devices would consolidate all "smart objects" into one global computerized network. Numerous categories of systems would be bundled into the Internet of Things including manufacturing equipment, security devices, vehicles, energy management plus healthcare.

Gartner Inc. has forecast that the number of "connected things" within the Internet of Things could expand from 4.9 billion in 2015 to reach 25 billion by 2020. "Nexus force" integration of clouds, mobile services, social media plus global databases within the Internet of Things must be expected to transform many business models into 2020 inclusive of software defined networks. Many foresee the Internet of Things eventually becoming the next great technology leap forward, to become the Internet of Everything (IoE).



Global network architectures will be transformed into 2020 by software defined networking (SDN) in tandem with network function visualization(NFV). Communication service providers (CSP's) are expected to utilize advanced cloud systems plus visualization technologies to boost margins due to lower scaled costs. Revenues from the network function visualization sector are projected to exceed \$8 billion by 2020. Meanwhile, the global market for software defined network services could generate sales of over \$11 billion by 2020 according to research by Mindcommerce.com. Prime target markets for SDN and NFV expansion include advanced security services including biometrics, digital content, cloud based providers along with network and telecom infrastructures.

This grand convergence between software defined networks, the Internet of Things with the global healthcare market is destined to transform medical services into a brave new world of technological innovation. Licensing, plus Medicare reimbursement revenues for Cytta have the potential to approach or even exceed \$20 million within the next 3-5 years and deliver 30% plus margins. Consequently, CYCA's rather miniscule market capitalization of under \$1 million must be characterized as an extreme undervaluation which will be revalued exponentially as the firm's incredible business model unfolds.

*DISCLOSURE-This information report may contain forward-looking statements based upon current expectations, involving known and unknown risks, a reliance upon third parties for information and other factors. Additionally, the company's actual results may vary quite substantially from current forecasts, expectations and estimates. Under the Private Securities Litigation Reform Act of 1995, statements herein relating to the company's basic expectations are forward looking statements. Anticipated results including the entering into of an agreement reflecting the terms of letters of intent and performance thereto may not occur as expected. Davis Research Group assumes no risk, liabilities or contingent liabilities for any investment decisions executed based upon any information provided in this report. Potential investors are strongly urged to complete their own research prior to investing in any public company featured in this information report or email. Davis Research Group provides investor relations services to Cytta Corp. Compensation has been received of 100,000 common shares with 500,000 under contract for future delivery. Davis Research Group, 751 Palisades Ave., Drawer 2083, Teaneck, N.J. 07666. In compliance with Senate Bill 1618, Title 3, Section 301, please refer any requests for additions or deletions for future emails to [Davisresearch2003@yahoo.com](mailto:Davisresearch2003@yahoo.com)"*