

# Promotion of India–Japan Joint Project utilizing Next Generation Mobile Network

Sept. 29, 2010  
SoftBank Mobile

 SoftBank

# Joint Development of mHealth Applications SoftBank



Partners  
Hospital  
Mobile Operators

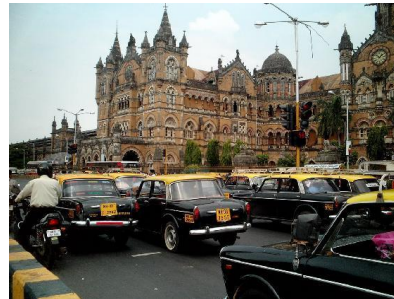
Partners  
Including SoftBank &  
Others



Serving for rural  
area in India



Serving for urban  
area in India



mHealth Application  
In Japan



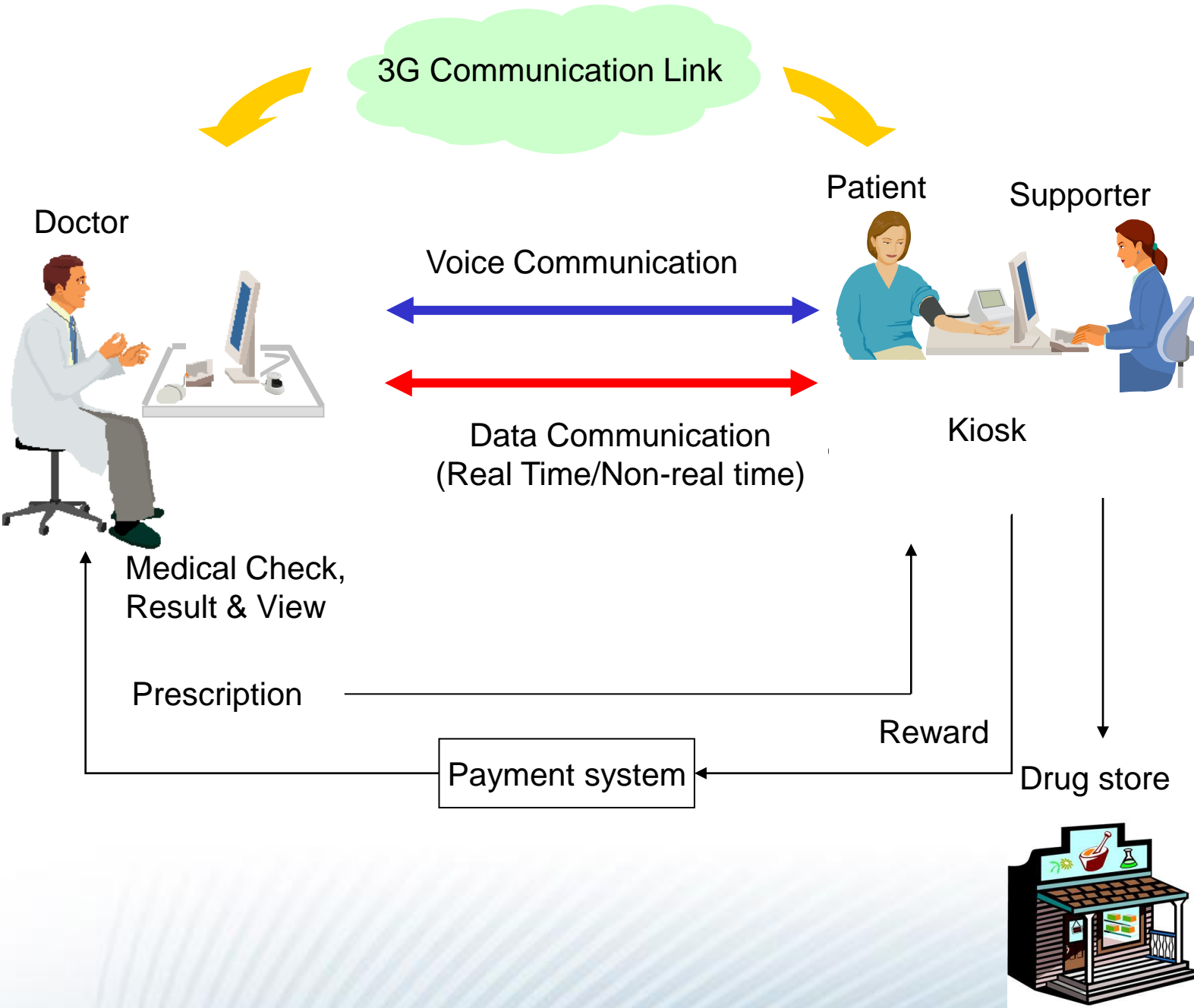
Support

GSMA is an association of mobile operators and related companies devoted to supporting the standardizing, deployment and promotion of the mobile telephone system

# mHealth: New Vision for Healthcare SoftBank

- Nations throughout the world are challenged by escalating costs and lack of access to healthcare
- The cost of healthcare services in developed and emerging markets is growing at an unsustainable rate, largely due to inefficiencies in management
- Chronic diseases like chronic heart failure and diabetes are the biggest concern (about 75% of healthcare spend globally)
- The key to managing chronic disease remotely is the storage and analysis of patient data collected patient-oriented monitoring devices
- mHealth leverages mobile's ability to deliver healthcare services remotely, benefiting patients, doctors and society at large

# Medical Kiosk Concept



- Digital Camera
- Body composition monitor
- Blood pressure monitor
- Medical thermometer
- Simple electro cardio graph
- Nebulizer
- AED
- Communication Device
- PC & Printer

