



**Vitale™** is a collaborative technology joint venture between LifeNome and LG Healthcare, bringing personalized preventative health to the entire family in the comfort of their home.

**Vitale™** uses artificial intelligence and precision preventative health science to identify the unique combination of genetic and/or lifestyle-based health risks that may impact a person's longevity (length of life) and vitality (quality of physical and mental health) and designs lifestyle interventions and tools



for all the members of the family, that are delivered as part of the daily interactions of the family with LG Smart TVs and other smart devices.

**Vitale™** provides thousands of personalized recipe and exercise videos that can be used individually or shared with other family members and provides notifications on the TV screen during normal programming, reminding different family members on healthy eating, exercise, sleep, and stress management tips. The add-on camera system allows family members to talk to their physician using their TV on a periodic basis, schedule consultations with nutritionists, and attend live exercise sessions with trainers.

**Vitale™** features a dashboard that helps track the progress of each family member on their path to increased longevity and vitality and features dozens of health and wellbeing progress reports that can be shared with healthcare professionals.

### **Vitale™ for Enterprises**

The Vitale platform can be customized with the visual identity and customized content of enterprise partners in the nutrition, fitness, insurance, and wellbeing industries. For each partner, LG (in partnership with Roku) can create a special channel on the Smart TV that can be accessed by the brand's end customers with a highly personalized preventative health experience. To learn more contact [partnerships@lifenome.com](mailto:partnerships@lifenome.com)