

PRESS RELEASE

Empowering communication towards immobilised patients

iOS/Android LAUNCH



Luxembourg, April 17th 2017 - A team of young international tech entrepreneurs with the support of hospitals in France, Luxembourg and Switzerland launched the first and only communication App dedicated to people with severe physical disabilities.

The story of FamilyPlug began shortly after the tragic accident of the Formula 1 driver **Jules Bianchi** in Japan in 2014 - an accident which left the 25 year-old racer with an extended head injury followed by a coma and long months of hospitalisation.

The affection of the family, friends and fans of **Jules** spread around the world, increased the need for a simple communication channel dedicated to those facing similar difficulties, allowing them to receive regular vocal support from a close community willing to participate in their recovery in an independent and non-intrusive way.

*"Our technology has been developed to support the most recent studies¹ in rehabilitative neuro-science and occupational therapy, allowing communities to play an active role in the recovery path of patients with severe brain injuries. We were not quick enough to release this App for our friend **Jules**, but we work hoping that our experience will help other patients and their families around the world"* said **Mattia Lattanzio**, CEO & Founder of FamilyPlug.

"FamilyPlug offers an easy and immediate virtual communication solution for distant families and friends willing to maintain contact with their less conscious loved-ones in hospitals. I just wish my family could have used FamilyPlug with me in those dark days" said **Kate Allatt**, Locked-in Syndrome survivor, Internationally published author, TEDx & Health educator and champion of the FamilyPlug project.

Led by an Italian Insead MBA graduate and entrepreneur with the support of a team of French developers, the company was able to raise important funds from an international panel of angel investors from Asia and Europe and is about to enter the market expansion phase.

Targeting an estimated 20 million potential users, and after months of development, FamilyPlug has finally been released on both iOS and Android and is now available in Europe and the US.

ITS EASY

- Download the App and create your account
- Connect with patients (Search and connect with "MediaTest" for a product test)
- Place the patient's phone on a docking station and open the App
- Set the playing and audio preferences
- Support their recovery with your words

1 University of Cambridge - "Spectral Signatures of Reorganised Brain Networks in Disorders of Consciousness", Journal of PLOS Computational Biology, Oct 16 2014

1 Northwestern University, Feinberg School of Medicine, "Placebo-controlled trial of familiar auditory sensory training for acute severe traumatic brain injury", Journal of Neuro Rehabilitation and Neural Repair, Jan 22 2014

The emotional stimulation from family members and other peers remains the main driver of a successful recovery path



HOW DOES IT WORK

With FamilyPlug, video/audio messages are sent and AUTOMATICALLY played on the receiver device, allowing patients to receive constant support from their network



WHEN

Incoming messages are played at PRE-SELECTED times only in order to protect the patients from undesired noises during resting hours



PRIVACY

Incoming messages are immediately DELETED in order to preserve the sender's privacy and protect their words of support



HOW

Incoming messages are FILTERED in order to ensure the most comfortable and suitable experience for patients

MEDIA LINKS

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