

## Orange and Medic4all launched the World's First Cellular Tele-health Service

Bucharest, October 28, 2008 - In a joint press conference, Orange Romania & Medic4all launched Medic4you, the world's first customer oriented cellular e-health service.

"Health is the fundamental value of the quality of life, which is why, Orange and Medic4all are launching together the Medic4you service in Romania." stated Christos Phocas, Corporate Fixed Data Services Development Manager for Orange Romania.

Medic4you is a telemedicine service based on the newest telecommunication technologies and services. Medical consultants are now available for Orange clients subscribing to the Medic4you service throughout Romania at home and at the office, and while travelling abroad. Medic4you's doctors can review the client's medical information using any of 18 different languages, can prescribe drugs and offer a consultation or can send the patient to a specialising medical facility.

Together with this service, Orange and Medic4all offer to their clients the WristClinic™ health monitoring device. The WristClinic™ is a hand bracelet automatically measuring blood pressure, pulse, ECG, body temperature, cardiac rhythm, level of oxygen saturation, and other medical parameters. The WristClinic™ sends the test results via Bluetooth to the Orange mobile telephone, and via the Orange network to Medic4You's medical consultants.



**Medic4All WristClinic™**

"Medic4all offers e-health services in 28 countries and is now entering the Romanian market with a 6 million dollars investment", stated Shai Misan, CEO of Medic4all.

"Trying to make a connection with medicine, I would say that the Internet is the heart of our civilisation and telecommunications is the central nervous system. By launching e-health services in Romania, Orange is taking a step forward in offering its clients innovative integrated services of the new digital era. Medic4you becomes an added tool to classic medical services, now available through the Orange data network covering more than 400 localities in Romania." added Christos Phocas.

Medic4You service aims to connect 4 million users with over 11,000 health professionals, supporting wellness and disease prevention, and providing health support for patients suffering from diabetes, cardiovascular diseases, cancer and malignant tumours, or coronary diseases.

### **About Orange**

Orange is a key brand of the France Telecom Group, providing mobile, broadband, fixed, business and entertainment services across Europe. It is one of the world's leading telecommunications operators with more than 170 million customers on five continents. In June 2006, Orange became the single brand for mobile, broadband and multi-play offers. In addition, Orange Business Services became the new banner for business communications solutions. Orange Business Services is present in 166 countries with network reach in 220. [www.orange.ro](http://www.orange.ro).

### **About Medic4all**

The Medic4All Group provides advanced system and services for the e-Health and telemedicine markets. Medic4All leads the market of healthcare management for homecare services, remote disease management, remote patient monitoring, tele-assistance services, etc. Medic4All telemedicine solutions form the most comprehensive wireless remote monitoring systems and services available today. Medic4All A.G. ([www.medic4all.com](http://www.medic4all.com)) is based in Switzerland and has activities in 28 countries in the world.

For further information, please contact Mr. David Bergman at [info@medic4all.com](mailto:info@medic4all.com).