Valencell Recognized for Innovation in Healthcare and Wellness

The Associated Press

RALEIGH, N.C.--(BUSINESS WIRE)--Apr 23, 2012-- Valencell, an innovator in mobile fitness technology integrated into audio headset earbuds, was named a finalist in the healthcare and wellness category of CTIA's annual Emerging Technology (E-Tech) Awards competition. The CTIA E-Tech Awards honor the most innovative new products in 15 categories spanning the areas of mobile apps, consumer electronics, enterprise and infrastructure. Winners, including Best in Show and Best Online Pick, will be announced on Wednesday, May 9 at 2:00 p.m. CDT by Jon Fortt, technology correspondent for CNBC on the Exhibit Innovations Stage at International CTIA WIRELESS, taking place May 8-10, 2012 at the Ernest N. Morial Convention Center in New Orleans.

Hundreds of entries were judged by a panel of recognized industry experts, media and analysts and scored on innovation, functionality, technological importance, implementation and overall "wow" factor.

Valencell "wowed" judges with its V-LINC(TM) sensor technology that seamlessly integrates into audio headset earbuds. It continuously measures more real-time biometric and physiological data than other fitness monitors, with higher accuracy, and does so in a single device. V-LINC(TM) is the only solution that allows you to accurately capture personalized fitness data using the ear such as heart rate, steps taken, calories burned, speed and cardiovascular fitness (VO2max).

Between now and May 8, website visitors may vote for the "Best Online Pick" at www.ctiashow.com/awards. International CTIA WIRELESS show attendees will vote onsite via text message for entries in the E-Tech Awards showcase in Booth 4575 at the Emerging Technology Zone to win "Best in Show." For more information on the E-Tech Awards, visit www.ctiashows.com/awards.

To request a demonstration of Valencell's technology during International CTIA WIRELESS or learn more about licensing, please contact us at info@valencell.com.

About CTIA Shows CTIA Shows bring together all industries advanced by wireless technology for intense business, learning and networking.

International CTIA WIRELESS(R) takes place May 8-10, 2012 at the Ernest N. Morial Convention Center in New Orleans, La. CTIA ENTERPRISE & APPLICATIONS(TM) takes place Oct. 9-11, 2012 at the San Diego Convention Center in San Diego, Calif. Visit www.ctiashows.com.

About CTIA CTIA-The Wireless Association(R) (www.ctia.org) is an international organization representing the wireless communications industry.

Membership in the association includes wireless carriers and their suppliers, as well as providers and manufacturers of wireless data services and products. CTIA advocates on behalf of its members at all levels of government. The association also coordinates the industry's voluntary best practices and initiatives, and sponsors the industry's leading wireless tradeshows. CTIA was founded in 1984 and is based in Washington, D.C.

About Valencell Founded in 2006 and headquartered in Raleigh, North Carolina, Valencell develops physiological monitoring technology for the growing mobile fitness market and licenses this technology to industry partners for integration with brand-name accessories such as audio earbuds and mobile fitness applications used by consumers each day.

Validated by clinical studies at Duke University and other independent institutions, Valencell's V-LINC(TM) sensor technology accurately and continuously measures biometric data during any exercise and in any environment. V-LINC(TM) technology is the only solution on the market that allows you to capture meaningful and actionable fitness data using audio earbuds. Heart rate, calories burned, steps taken, speed, cardiovascular fitness (VO2max), and other physiological metrics are captured by V-LINC(TM) technology. Seamless integration within various mobile platforms makes it ideal for use in fitness training, athletic performance coaching, and many other related applications. For more information, visit www.valencell.com.

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