



## **MEDIA ADVISORY**

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## **SXSW Interactive Attendees Can Take Two Minute Mobile App Brain Health Test**

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*AnthroTronix to showcase brain health assessment tool DANA™ at SX Health and MedTech Expo booth #505; electronic leaderboard to display scores*

**Silver Spring, MD** - SXSW Interactive participants will have the opportunity to test their brain health using the FDA-cleared app DANA™, which was developed by AnthroTronix ([www.atinc.com](http://www.atinc.com) and [@AnthroTronix](https://twitter.com/AnthroTronix)). As visitors take DANA™, an electronic 'brain vital' leaderboard will display test scores. A Silver Spring, Md.-based engineering research and development firm committed to optimizing the interaction between people and technology, AnthroTronix will be exhibiting March 16-17 at booth #505 at the conference's new [SX Health and MedTech Expo](#).

The SX Health and MedTech Expo takes place at the JW Marriott Hotel at 110 East 2<sup>nd</sup> Street in the 2nd Floor Exhibition Hall Griffin Hall on Monday, March 16 and Tuesday, March 17, with booths open between 11 a.m. and 6 p.m. CDT.

The brain health assessment tool [DANA™](#), which received FDA clearance in October 2014, is a phone or tablet-based mobile medical app that works on both the Android and iOS operating systems and provides data within minutes to help assess and measure brain health. DANA™ scientist Clementina Russo and engineer James Drane, as well as Dr. Corinna Lathan, founder and CEO of AnthroTronix, will be at the booth and can answer questions. Dr. Corinna Lathan [recently wrote](#) about the FDA clearance process for mobile apps in Quartz. AnthroTronix is also a [2015 Edison Awards Finalist for DANA™](#).

The SX Health and MedTech Expo is a new addition to SXSW Interactive that strives to promote creativity, innovation and collaboration in the fields of health and medical technology. The expo offers visitors the chance to interact one-on-one with health and medical technology's leading scientists and engineers and hear what innovators in these industries are saying.

The SX Health and MedTech Expo and sessions are open to visitors with a SXSW Interactive, Gold, or Platinum badge. Attendees who wish to connect with Dr. Corinna Lathan may do so through [SXSocial](#) or through her Twitter [@clathan](https://twitter.com/clathan).

For more information on DANA™, visit <http://danabrainvital.com>.

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### **About AnthroTronix**

AnthroTronix, based in Silver Spring, Md., is a research and development (R&D) company that designs human-

inspired products that define the future of mobile technology. AnthroTronix' team of creative visionaries, designers, engineers, and scientists develop innovative technologies that influence change, have global impact, and enhance the lives of end users. AnthroTronix has been recognized among Inc. Magazine's "5000 Fastest Growing Companies" and was selected by the World Economic Forum as a Technology Pioneer company. For more information about AnthroTronix, visit [www.atinc.com](http://www.atinc.com), call 301-495-0770, or connect on Twitter [@AnthroTronix](https://twitter.com/AnthroTronix).