



MEDIA ADVISORY

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AnthroTronix CEO to Present on Digital Technology and the Brain at World Economic Forum 2016 Annual Meeting

Dr. Corinna Lathan to Deliver BetaZone Presentation in Davos and Launch the Davos Brain Challenge

WHO: [AnthroTronix \(@AnthroTronix\)](#), a leader in digital health technology and engineering research and development committed to optimizing the interaction between people and technology

WHAT: [Dr. Corinna Lathan \(@clathan\)](#), AnthroTronix board chair and CEO, will deliver a BetaZone format presentation during the [Brain Power](#) session. Dr. Lathan will discuss how digital technology is further allowing us to monitor, diagnose, and understand our brains and how a better understanding of the brain in turn may enable better computer and artificial intelligence (AI) systems. Dr. Lathan has been named a Technology Pioneer and Young Global Leader by the World Economic Forum and is currently chair of their Global Agenda Council on Artificial Intelligence (AI) and Robotics.

The overall focus of the session is on the implications for health, education, and privacy of advances in technology that enable us to interpret, hack into, and make changes to the brain.

The session will be moderated by Joe Palca, science correspondent for National Public Radio (NPR) and additional speakers for the session include Nina Farahany, professor of law and philosophy at Duke University, and Michael Platt, professor of neuroscience, psychology, and marketing at the Wharton School at the University of Pennsylvania.

AnthroTronix is also partnering with Aqtivo Health, and [EMOTIV](#) to bring a first-of-its-kind “Davos Brain Challenge” to the World Economic Forum Annual Meeting. Participants are invited to test their brain’s abilities and explore how transformational digital services will shift the way we think about brain health and cognitive performance. The test will include [DANA](#), AnthroTronix’ mobile medical software platform, and [EMOTIV Insight](#), a mobile brain computer interface and scientific contextual EEG. Once complete, the individual’s score will go on a leaderboard next to the username or alias each user has chosen.

Dr. Corinna Lathan and Tan Le, the founder & CEO of EMOTIV, will be also hosting a series of ‘Meet the Creator’ sessions to further discuss the intention and implications of the technology.

EMOTIV is a bioinformatics company advancing understanding and potential of the human brain using wearable (EEG) technology. Aqtivo Health is an mHealth startup developing compelling mobile health and wellness solutions.

WHERE: Lathan presentation: Congress Centre - Schwarzhorn BetaZone
Davos Brain Challenge: The Loft, Lounge table

WHEN: Brain Power session: January 21, 2016, 2:45 p.m. - 3:45 p.m. CET (8:45 a.m. – 9:45 a.m. EST)

Davos Brain Challenge: January 20-22, 2016 from 9:30 a.m. – 1:30 p.m. & 3-6 p.m. CET, January 23, 2016 from 9:30 a.m. - 12:30 p.m. CET

- Meet the Creators at the Davos Brain Challenge: January 20, 2016, from 11:15 a.m. – Noon CET and January 23, 2016 from 11:15 a.m. – 11:45 a.m. CET

DANA, which received FDA clearance in October 2014, is a mobile medical app that can be used on a phone or tablet and works on both the Android and iOS operating systems. DANA administers game-like tests that can provide data within minutes to help assess and measure a person's brain/cognitive health. The app can help clinicians track cognitive function as a quantitative outcome during treatment for such conditions as depression, dementia/Alzheimer's Disease, and Post-Traumatic Stress Disorder (PTSD).

The World Economic Forum Annual Meeting in Davos-Klosters remains the foremost creative force for engaging the world's top leaders in collaborative activities focused on shaping the global, regional and industry agendas. For over four decades, the World Economic Forum's mission – improving the state of the world – has driven the design and development of the Annual Meeting program.

For more information on AnthroTronix, visit <http://www.anthrotronix.com/>.

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

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About AnthroTronix

AnthroTronix, an engineering research and development company, produces human-centered technologies that advance health, communication, education, and defense. We develop innovative, research-based technologies that influence change and enhance lives around the world. Our company has been recognized among Inc. Magazine's "5000 Fastest Growing Companies" and selected by the World Economic Forum as a Technology Pioneer company. For more information about on us, visit www.anthrotronix.com or follow us on Twitter at [@AnthroTronix](https://twitter.com/AnthroTronix).