



# Nicole Irvine

MARKET DEVELOPMENT MANAGER

Novarum DX

<http://www.novarumreader.com>

## BILATERAL MEETINGS

02.03.2015 Monday (15.10h - 18.05h)

03.03.2015 Tuesday (9.00h - 11.05h)

03.03.2015 Tuesday (11.05h - 13.10h)

03.03.2015 Tuesday (13.10h - 15.15h)

03.03.2015 Tuesday (15.15h - 16.55h)

04.03.2015 Wednesday (9.00h - 11.05h)

04.03.2015 Wednesday (11.05h - 13.10h)

04.03.2015 Wednesday (13.10h - 15.15h)

04.03.2015 Wednesday (15.15h - 16.55h)

**DESCRIPTION** Novarum DX offers a simple-to-use, digital health solution for the Rapid Diagnostics market place; a mobile app which allows even inexperienced users to accurately read and share the results of a diagnostic test using nothing but their smartphone. Results can be instantly read, sent, shared and stored on a web interface using the phones built-in connectivity, creating realtime records of test results and test locations whilst removing human error & enhancing point of care testing.

**ORGANIZATION TYPE** Company

**ORGANIZATION SIZE** 11-25

**FOUNDING YEAR** 2012

**LINKEDIN** <http://www.linkedin.com/company/novarum-dx-ltd>

## Offer

# DIGITAL HEALTH SOLUTION FOR THE RAPID DIAGNOSTICS MARKET PLACE

Novarum DX offers a simple-to-use, digital health solution for the Rapid Diagnostics market place; a mobile app which allows even inexperienced users to accurately read and share the results of a diagnostic test using nothing but their smartphone. Results can be instantly read, sent, shared and stored on a web interface using the phones built-in connectivity, creating realtime records of test results and test locations whilst removing human error & enhancing point of care testing.

### Main Features:

- No additional hardware – read tests with nothing more than your smartphone
- Low cost – Novarum mobile apps are significantly cheaper than desktop readers, which offer the same quality results.
- Bespoke – each app is designed around our customers needs and wants
- Accurate – equal to or more accurate than the human eye
- System agnostic – works with even the most basic modern smartphone
- Connectivity – results can be shared, stored, tracked and analysed using the reader
- Simple – all Novarum apps are designed to be easy to use and accessible to all

Novarum's readers were the first to market of all current mobile reader solutions, and are known to be the current market leaders in the field of mobile diagnostic technology. Novarum's technology is patented and its lack of required hardware makes it unique in the field.

Novarum DX is keen to partner with leading manufacturers of Diagnostic Tests within the Clinical, Veterinary and Food sectors. We are also interested in working with Global Health Organisations interested in tracking and mapping illness and disease.

### KEYWORDS:

**MHEALTH** **SMARTPHONE** **APPS** **APPLICATION** **BLUETOOTH** **DEVELOPMENT** **TRACKING** **DIAGNOSTIC**

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