



News Release

For release: May 30, 2012
Contact: Michael Galvin
(408) 218-9335 | Michael@vmersion.com

New mobile app Gluco-Share™ harnesses the power of sharing to improve diabetic health

A mobile monitoring service and social media application for persons living with diabetes and the individuals who care about them.

Pleasanton CA --- Vmersion-Health is introducing Gluco-Share, a mobile smart device application that connects people living with diabetes, their caregivers and friends through a private and secure social media network.

Gluco-Share enables persons living with diabetes to monitor their blood sugar levels and to communicate that information in real time to their circle of family and friends. In turn, their family and friends are encouraged to communicate their support.

“The daily support and understanding people living with diabetes receive from their social circle can make a significant difference in how effectively they manage the disease,” said Joseph Madden, president and CEO of Vmersion-Health. “Gluco-Share harnesses technology already available on a smart device –data input, chat, text, notifications and badges- to create a private, secure and fun supportive social network.”

As an application, Gluco-Share provides three interrelated functions: Check, Share and Reward.

CHECK: Persons with Type 1 or Type 2 diabetes receive friendly automated reminders to check glucose levels. The Check function provides data fields for glucose values, med units, and personal comments and automatically registers date and time.

SHARE: Gluco-Share communicates data and alerts in real time to persons within the diabetic’s social circle of parents, family and friends, allowing them to share in the frequency of the diabetic’s checking of blood sugar levels. A ‘chat’ function allows this circle of friends and family to offer supportive comments – or to just say hello and maintain normal social relationships within a community of people linked through diabetes.

Safeguards within the Gluco-Share app ensure that the user’s privacy and security are protected: all stored data is kept private to the individual, providing each user full control over how and with whom he or she chooses to share information within the Gluco-Share member network.

REWARD: Gluco-Share features a ‘Challenge’ system that rewards frequent checking and provides fun and educational games that encourage participation among the Gluco-Share member network support group.

“As a parent of a Type 1 child, I understand the importance –and frustration- of ensuring that my child has checked his blood sugar,” said Madden. “Gluco-Share is the first app that has a reward system based on the frequency of checking one’s blood sugar, not just the numeric value. I can say from my



own experience that using the app has improved the quality of my communication and my relationship with my child.”

Madden points out that Gluco-Share’s interactive social component complements the goals of the American Diabetes Association’s “Stop Diabetes® movement, “and we’re proud of it,” he said. The Gluco-Share app includes a link to the American Diabetes Association website.

Vmersion-Health also actively promotes the Diabetic Youth Foundation and their diabetes camp programs, most notably their family camp sessions each summer at Bearskin Meadow Camp in California’s Sequoia National Park. “I brought my family to Bearskin Meadow for the first time four years ago,” said Madden. “Someone said, ‘Don’t fret about the number, just keep checking, correct and move on.’ That statement spawned what today is Gluco-Share,” he said.

Gluco-Share shares data, chat, challenge and game functions among multiple users and over multiple platforms. Unlike other apps that use email for communication, Gluco-Share allows real-time chat and data sharing among a user’s network of family and friends. The user’s network receives notifications of text messages, glucose readings and other data, and game and challenge status updates instantaneously, based on the user’s comprehensive set of permissions.

Gluco-Share version 1.0 is designed for use on the iPhone, iPod Touch and iPad. The app is available for download, free, from the Apple iTunes store.

Vmersion-Health will introduce an Android-compatible version of the app in the near future.

For more information, please visit

- Gluco-Share website - www.gluco-share.org
- Gluco-Share Facebook page - www.facebook.com/CheckShareReward
- Vmersion-Health landing page - www.vmersionhealth.org
- YouTube channel - www.youtube.com/glucoshare
- Twitter - @GlucoShare
- Apple iTunes Store > Health & Fitness > Vmersion-Health, a CA. LP. – Gluco Share

-30-

Vmersion-Health

Vmersion-Health, developer of Gluco-Share, is a California Limited Partnership founded in 2011. Vmersion-Health develops and publishes social media applications for health-related causes, with a commitment to improved health through better communication and social support mechanisms. Joseph “Joe” Madden is president and Chief Executive Officer; Jim Garcia is Chief Technology Officer. Vmersion-Health offices are at 5955 Coronado Lane, Pleasanton CA 94588, telephone (925) 225-4000.