

Health 2.0 and BodyMedia[®], Inc announce the BodyMedia Get Moving! Challenge

SAN FRANCISCO – June 21, 2011 – [Health 2.0](#) and [BodyMedia](#) announced today the launch of the [BodyMedia Get Moving! Challenge](#), which asks teams of developers to create a technology application that encourages users to make long term positive decisions by competing in groups to improve their overall health and wellness. Issued as part of the [Health 2.0 Developer Challenge](#), the *Get Moving!* challenge aims to help fight the obesity epidemic in the United States at the community level.

BodyMedia, the pioneers in body monitoring devices, recently announced their Application Programming Interface (API), unleashing the power of its technology to encourage developers to explore and discover new applications that could help more people know their bodies and change their lives. For the Developer Challenge, the API will be used by developers and designers to create conceptual applications that compare the fitness data of naturally forming groups, such as families and coworkers. Teams are allowed to create a web and/or mobile application, game, visualization or Facebook app. The submission should be fun and motivational, seamlessly engaging users in their personal health and wellness.

Submissions are due August 19th and will be judged on user-friendliness, aesthetic design, breadth of BodyMedia data used, engagement, creativity and potential impact on long-term behavior changes. The first place winner will be awarded a cash prize of \$5,000, one 50" Panasonic VIERA[®] Connect Plasma TV, one Sprint[®] Galaxy Tab by Samsung[®], five BodyMedia FIT[™] Armband BW's with BodyMedia FIT Activity Manager five year subscriptions and two tickets to the [5th Annual Health 2.0 Fall Conference](#) in San Francisco, September 26-27, 2011. At the conference, the winning team will present their application to a crowd of over 1,100 during a session focused on the Health 2.0 Developer Challenge and other winners from this round.

About the Health 2.0 Developer Challenge: The Health 2.0 Developer Challenge was launched on June 2, 2010 at the Community Health Data Initiative (CHDI) meeting at the IOM, with support from the Department of Health and Human Services (HHS). The goal of the challenge is to bring the Health 2.0 Community together for rapid application development, both online and in physical code-a-thons. For more see www.health2challenge.org.

About Health 2.0: Health 2.0--The conference. The media network. The Innovation community. The Health 2.0 Conference is the leading showcase of cutting-edge technologies in health care, including Online Communities, Search and lightweight Tools for consumers to manage their health and connect to providers online. The Health 2.0 Developer Challenge is a series of prize competitions promoting health technology innovation. Health 2.0 also has its own media channels, Health 2.0 News and Health 2.0 TV; its own market intelligence service, Health 2.0 Advisors; and also sponsors the Health 2.0 Accelerator industry consortium. Health 2.0 was founded by Indu Subaiya & Matthew Holt in 2007 and is now a community of hundreds of organizations and thousands of innovators. For more information, see www.health2con.com.

About BodyMedia, Inc.

When your body talks, BodyMedia listens. BodyMedia has been unlocking and deciphering secrets of the body since 1999. Headquartered in Pittsburgh, PA, BodyMedia is the pioneer in developing wearable body monitoring systems designed to help people lose weight, improve performance, and lead healthier lives. Our patented multi-sensor technology provides continuous body-monitoring that tracks physical activity levels, calories expended and sleep patterns. What sets BodyMedia technology apart is our validated accuracy, our clinically proven outcomes and our FDA status as a Class II medical device. For more information, visit www.bodymedia.com.