



Muse Wearables Startup launches a Made-in-India AI-powered Smart Band to alert users to COVID-19 symptoms

'[Muse Cue](#)' Personal Wellness Smart Band can detect silent hypoxia at an early stage and will enable digital consultations with specialists based on the symptoms detected

Indian Tech Startup [Muse Wearables](#) launched an Artificial Intelligence-powered Personal Wellness Smart Band equipped with a skin temperature sensor and 'context-aware' activity tracking. Called '[Muse Cue](#),' this made-in-India device can detect silent hypoxia at an early stage and has an Intelligent 'cough analysis' tool to predict and alert users in advance of the onset of COVID-19 symptoms.

Launched today (4th September 2020) in a virtual event, '[Muse Cue](#)' is the ideal smart wearable to manage personal fitness and monitor vitals including SPO2 (oxygen saturation) and heart rate. Its AI-infused technology can accurately measure and raise alerts. The Muse Care Platform will enable digital consultations with doctors.

The Launch Video can be accessed here - <https://www.youtube.com/watch?v=g8FDn39R20c>. A demo video of Muse Cue can be found here - <https://www.youtube.com/watch?v=-GH2x7Jdjmk&feature=youtu.be>

With Muse Cue, the IIT Madras-incubated Start-up Muse Wearables has taken personal wellness assistance to a new level. Muse Health app enables a user to be proactive in case of any vitals going off baseline values and with one click, it can connect the user to a specialist. Unlike existing tele-consulting, the health care professional assigned to the user by Muse Care will have real-time access to the body vitals and can provide necessary medical guidance accordingly.

Highlighting the unique aspects of [Muse Cue](#) and its benefits to the users, Mr. Sai Prasanth, Chief Executive Officer and Co-Founder, said, *"By observing COVID-19 positive patients, we found that the resting heart rate, heart rate variability and respiratory rate act as key indicators of the infection. About 20 per cent of COVID-19 cases can be detected before the symptoms appear. Muse Cue Smart Band can detect in advance of one to three days before the onset of COVID-19 symptoms, like high body temperature or low Oxygen levels, and notifies the user."*

Further Mr. Sai Prasanth said, *"Based on the vitals of the user, the Muse App triggers the alert to take a 'cough analysis' and within 30 seconds, it predicts the health risk. Continuous tracking also helps monitor the progression of COVID-19 from the pre-symptom stage, through symptom stage until the recovery stage."*

Muse Wearables sells the world's first payment-enabled hybrid smartwatches across 70 countries with its wearable payments service live in 29 countries. **A shining example of the 'Make In India' campaign, all products of the startup are completely conceived, designed, and assembled in India and sold abroad. It is a global brand made in India.**



Muse Wearables Startup was founded by Mr. K.L.N Sai Prasanth and Mr. Yathindra Ajay K.A, graduates of IIT Madras, and Ms. K. Prathyusha, an NIT Warangal Graduate.

The Launch Price of the product is INR 3,599/- (till 20th September 2020) after which the regular price would be INR 4,999/-. It can be ordered using the following link - <https://in.musewearables.com/pages/muse-cue> . Pre-orders will be accepted until 20th September 2020, after which the deliveries will commence.

Highlighting the impact of Portable tech in health and wellness, Ms. K. Prathyusha, Chief Operating Officer and Co-Founder, said, *“Our primary intention is not to provide conclusive medical diagnoses but to help in predictive health. Portable tech has already been a game-changer in the fight against COVID-19, from contact-tracing apps to devices that ping when users are about to break social-distancing regulations. But it is extremely hard to measure the key body vitals directly from the wrist. For continuous monitoring of all vitals, a health band needs to be very intelligent as well as context-aware. The band also needs to know the best time to take measurements accurately.”*

Muse Cue has a battery life of seven days with intelligent monitoring and up to 45 days, without intelligent monitoring. It has many more features such as temperature alerts, hypoxia alerts, Call alerts, sleep alarm, hypoxia alerts, health cues, social distancing and contact tracing, among others.

Muse Cue has two main key functionalities. Continuous monitoring of the body vitals whether the user is awake or asleep, and then it concludes on the Baseline values of their body. The AI system in Muse Tracker learns from these baseline values to gain an understanding of the body patterns and provides concrete alerts during discrepancies.

Trackers usually measure vitals based on various electrical impulses, requiring the users to stay still for highly accurate measurements, which help reduce the noise in the signals captured. The Muse tracker is context-aware and can judge the best moment to start measuring body vitals. The motion compensator will factor in the slightest of movements that might normally affect readings. Once the measurements are taken, Muse Cue sends all of the data onto the Muse Health App.

Speaking about the Startups’ goals behind developing this Smart Ban, Mr. Yathindra Ajay, Chief Product Officer and Co-Founder said, *“Muse Cue syncs perfectly with our vision and values. It is among the world’s first antimicrobial band. With a fusion of technology and fashion, Muse Cue is one-of-its-kind and we are sure it will make great contributions to India’s fight against COVID-19 pandemic.”*

Important benefits offered by Muse Cue include

- The user can access the list of hospitals, share the required data to consult with the doctor,
- The medical professional can access vitals in real-time, check the symptoms and make critical observations during the consultation,
- In these challenging times, remote care has become the need of the hour. The Muse platform enables healthcare providers to monitor and care for their users in real-time and attend to any emergencies



- Through the platform, the user can keep in touch with healthcare providers and analyze the outcomes of their treatment

Muse Wearables is based out of Bengaluru with registered offices in Chennai, Singapore and London. It currently caters to nearly 70 countries through 'Direct to Consumer' Business Model (selling products through online platforms directly to the consumer). In the next five years, Muse Wearables aims to be a leading innovative technology company in India and build a global consumer brand with cutting-edge innovations across consumer electronics, consumer health tech, digital id and cashless payments.

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ABOUT [MUSE WEARABLES](#)

Muse Wearables is a consumer technology startup that designs, develops and sells wearable electronics, consumer mobile internet services. They have launched the world's first payments hybrid smartwatch along with their Muse Health and Muse Pay platforms in 2018 and entered the market by the end of 2019. Currently, they sell their products through their website www.musewearables.com and their 'Tap and Go' Payments service is live in 28 European countries and India. All the Muse Products are Manufactured In India thereby contributing to the 'Make in India' movement. It is slowly gaining momentum as a new technology brand in India and is focusing to build a strong consumer brand in the next 1-2 years.

Founders and Management Team: Muse Wearables was founded by IIT Madras and NIT Warangal graduates. Their current management team includes Mr. K.L.N. Sai Prasanth (CEO and Co-Founder), Ms. K. Prathyusha (COO and Co-Founder), Mr. Ajay Yathindra (Chief Product Officer and Co-Founder) and Mr. George Francis (CTO).

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