

# **Muscle Sensing for Data Analysis and Treatment**

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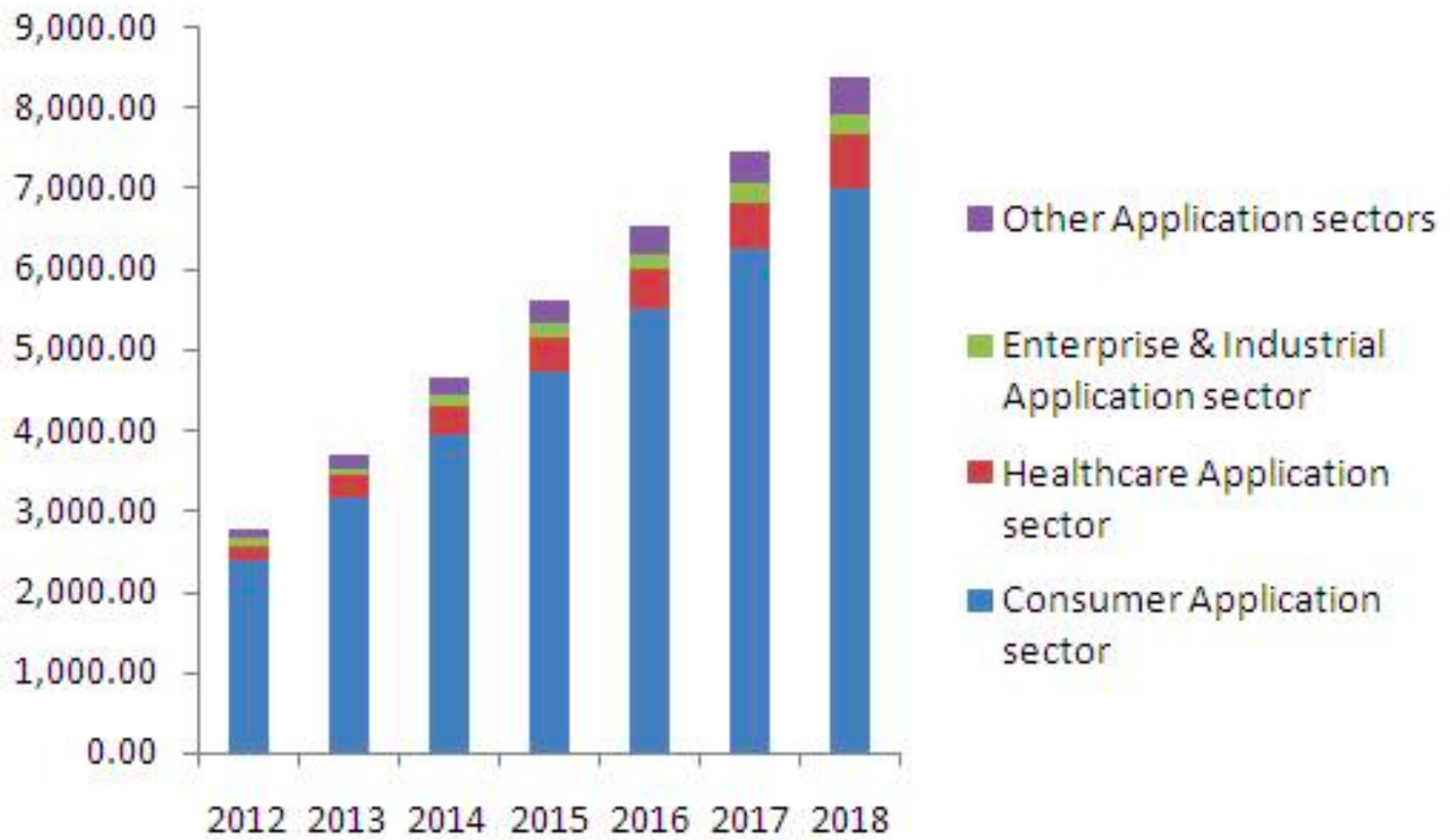
# Motivation

- Wearable computing devices are projected to explode in popularity over the next year
- Market to exceed \$6b by 2016 and \$12b by 2018
- Aging population projected to double within a 100 years

Source: ABI Research

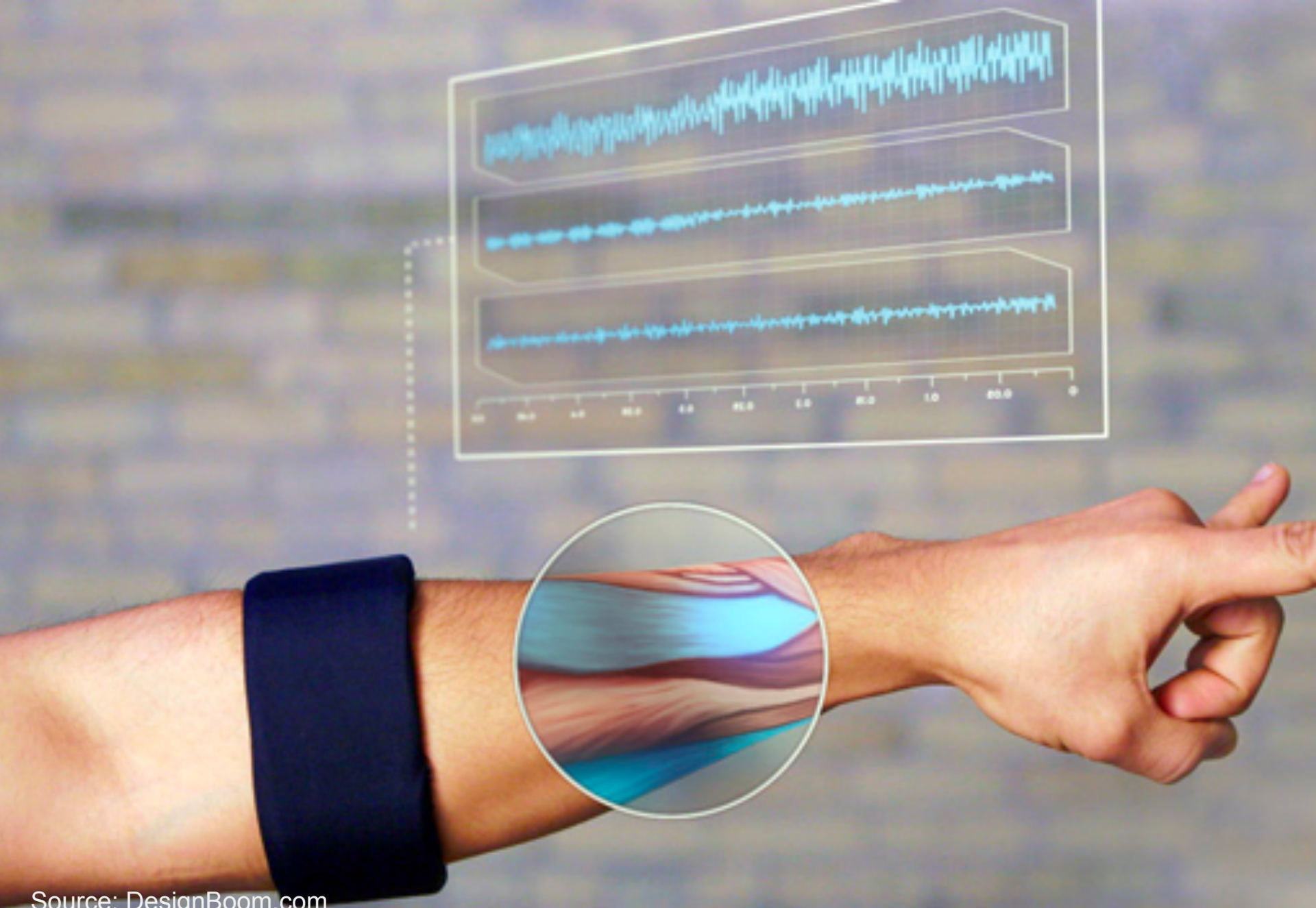
<https://www.abiresearch.com/press/wearable-computing-devices-like-apples-iwatch-will>





# Current Market

- MyoLink by Somaxis, wireless surface sensors
- LegSys by BioSensics, gait analysis, center of mass, balance assessment
- 61% of wearable tech targeting athletes and middle-aged



Source: DesignBoom.com

# The Idea

- Muscle monitoring and analysis methods utilizing a computing system, electromyometry (EMG) sensors, and other systems

# Expected Results

- Determine key metrics which can be relayed as feedback and input for autonomous treatment systems
- Key metrics such as: fatigue analysis, injury detection, muscle rehab, posture
- Potential treatments can be done via mechanical or chemical or drug systems



# Conclusion

- First to market in the untapped senior market
- Limited competitor barrier to entry as sensing tech is proprietary
  
- Transactional business model ranging \$200 - \$800
- Early adopters are senior homes
- Prototype Phase 1: January 2014  
Prototype Phase 2: April 2014