

## **Matis Statement for Media**

My Baby's Beat was launched in early 2011 and presented as a bonding experience app for non-medical use. The app allows expecting couples to hear their baby's heartbeat and other sounds using mobile phones without additional accessories. Users can record the sounds within the mother's womb, and share it via email and social media as a short video clip.

Since its launch, the app has been used to create tens of thousands of video clips while receiving positive feedback from thousands of users. Matis considers them to be the app's best advocates. As one user wrote to the company, "I love this app! I use it all the time to share my baby's heartbeat with my husband who is deployed in Afghanistan. It makes him feel included and he thinks it's the coolest thing ever!"

My Baby's Beat relies on advanced signal processing technologies that were developed by experienced and competent engineers with expertise in signal processing and audio. Its development was based on academic reference studies and careful sound-signal experiments and analysis.

From the beginning, My Baby's Beat has always and repeatedly been labeled as a non-medical app. It has never been presented as a tool to measure baby health indicators (nor provided any) such as beats per minute (BPM). Multiple times within the app's pre-download description is the following statement: "This app is not intended as a replacement for medical advice of any kind." Once the app is downloaded, this disclaimer is shown once again to the user. Before the app's first use, a standalone pop-up is displayed showing "This app is not intended for medical use." This statement has to be read and approved by all users before the app can be started.

Matis has fully cooperated with the New York Attorney General to clarify disclosures regarding the app's non-medical nature. Matis has provided the Attorney General a comprehensive technology validation report, which included recordings, technical analysis and multiple testing results from users, with satisfactory evidence that the sounds played through the app include the fetal heartbeat and other sounds – a level of evidence which exceeds what is provided by many other Apps.

Matis is proud that My Baby's Beat now meets the very high standards of the New York Attorney General Health Bureau. Matis considers itself to be the gold standard for pregnancy apps in terms of labeling and technological validation.

For more info, please email [contactus@mybabysbeat.com](mailto:contactus@mybabysbeat.com).