FROM THE SciLab

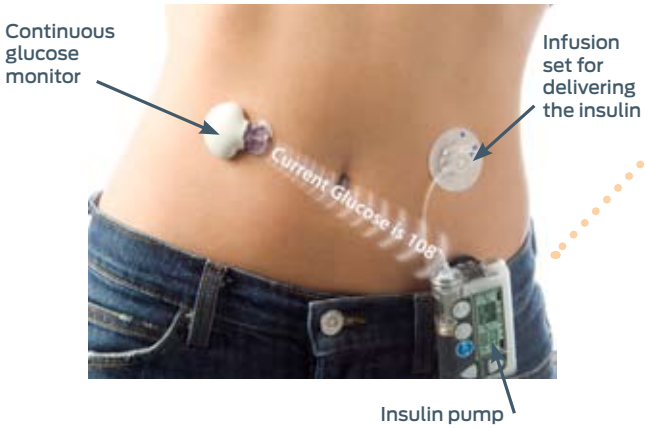
Ford In-Car Health and Wellness Solutions

Medical Device Connectivity via Bluetooth

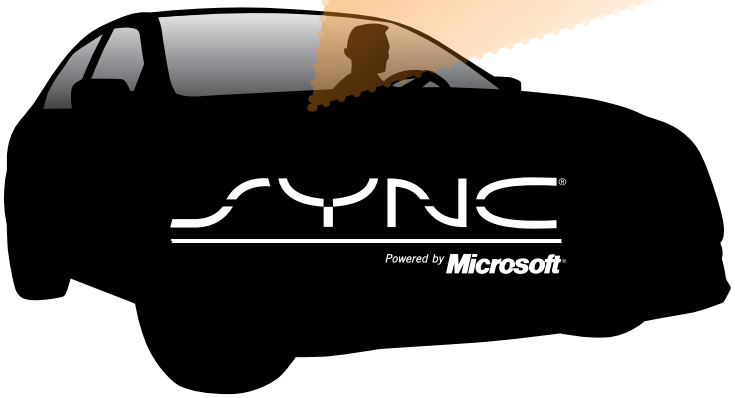
Working with Medtronic, the world'sThanks leading manufacturer of medical devices, Ford researchers have developed a prototype system that allows Ford SYNC® to connect via Bluetooth to a Medtronic continuous glucose monitoring device and share glucose levels and trends through audio alerts and visual displays.

Device connected

Drivers with diabetes who wear a Bluetooth-enabled Medtronic continuous glucose monitoring device could enter a Ford SYNC-equipped vehicle and pair their device – as well as their cellphone – with SYNC, giving them the ability to use voice commands or steering wheel controls to receive audible alerts or center stack displays about deviations and trends related to their blood glucose levels.



Bluetooth™



According to the American Diabetes Association, nearly 26 million adults and children are currently living with diabetes in the U.S.

Parental peace of mind

Device connectivity is not limited to the driver. Parents, for example, could also use voice commands to receive glucose levels of sleeping children in the back seat who are wearing a SYNC-paired glucose monitoring device, providing extra peace of mind while on the road.

In the know

For patients with diabetes and their caregivers, maintaining tight control of glucose levels is critical to avoiding hypoglycemia and a host of symptoms that could be dangerous while driving, including:

CONFUSION

LIGHTHEADEDNESS

BLURRY VISION

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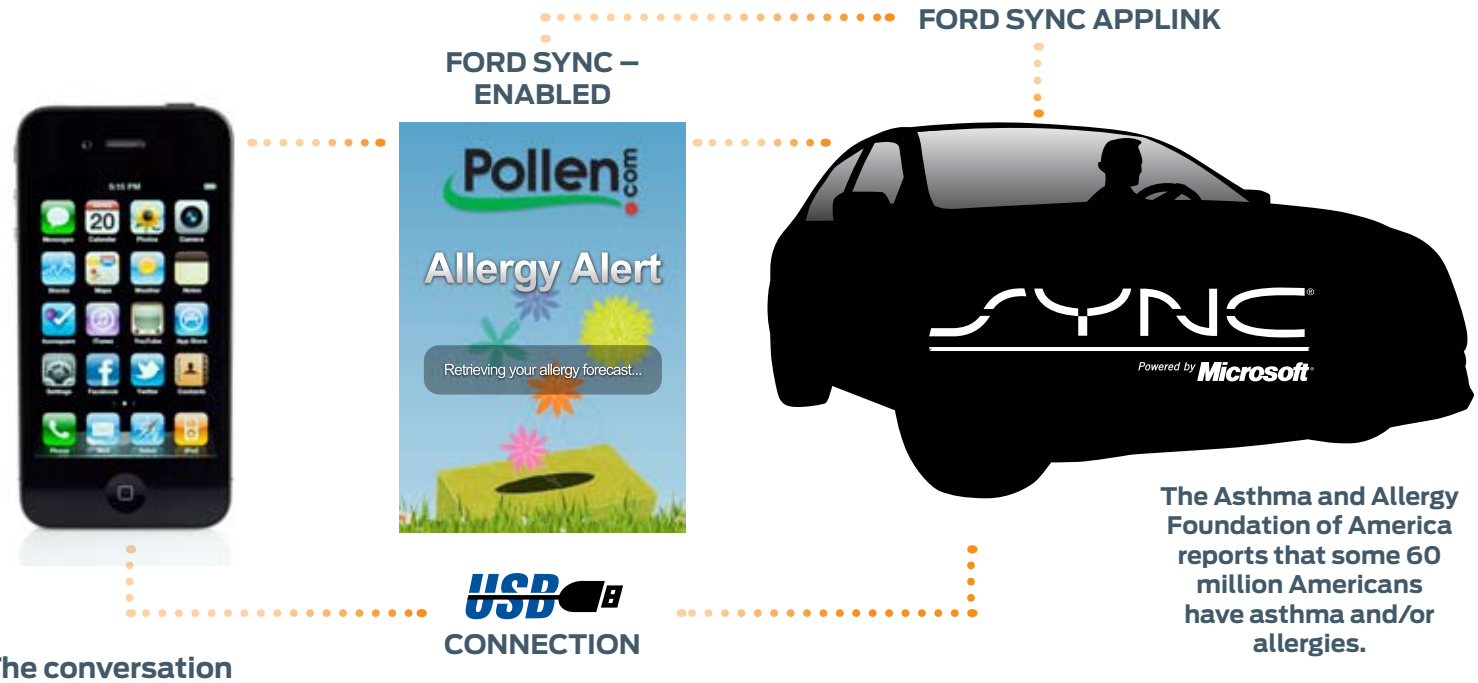
Allergy Alert via Ford SYNC AppLink

Ford is working with SDI Health (www.pollen.com) to enable its Allergy Alert app to communicate via Ford SYNC® using Ford SYNC AppLink, giving users voice-controlled access to location-based day-by-day index levels for pollen, asthma, cold and cough, and ultraviolet sensitivity as well as four-day forecasts. Easy in-car access to this type of information can help asthma and allergy sufferers plan healthier route choices and prepare for areas with high symptom triggers that could quickly lead to an attack.

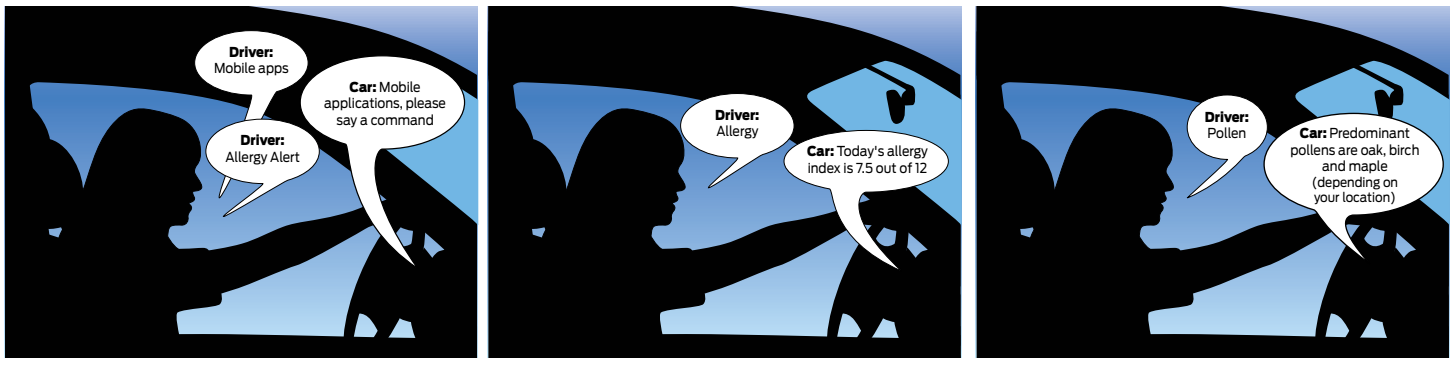
App well connected

The Allergy Alert smartphone app found on www.pollen.com is currently available for Apple iPhone and iPad users and in 2010 alone logged more than 80,000 downloads and 1 million uses. With a Ford SYNC-enabled version of this app, Ford owners driving a Ford SYNC-equipped vehicle with SYNC AppLink could connect their iPhone via USB to SYNC and have voice-control access to Allergy Alert services, including location update capabilities, predominant pollen reports and allergy indexes.



The Asthma and Allergy Foundation of America reports that some 60 million Americans have asthma and/or allergies.

The conversation



More control

Along with providing voice control and audible alerts, Ford SYNC could display allergy information from the Allergy Alert app in the radio display area or center stack touch screen, depending on vehicle model, for added exposure. Familiar radio preset buttons could also be programmed, providing additional SYNC-enabled control of the app, with a tap of preset No. 2, for example, prompting the allergy report display or a touch of preset No. 3 bringing up the predominant pollen report.

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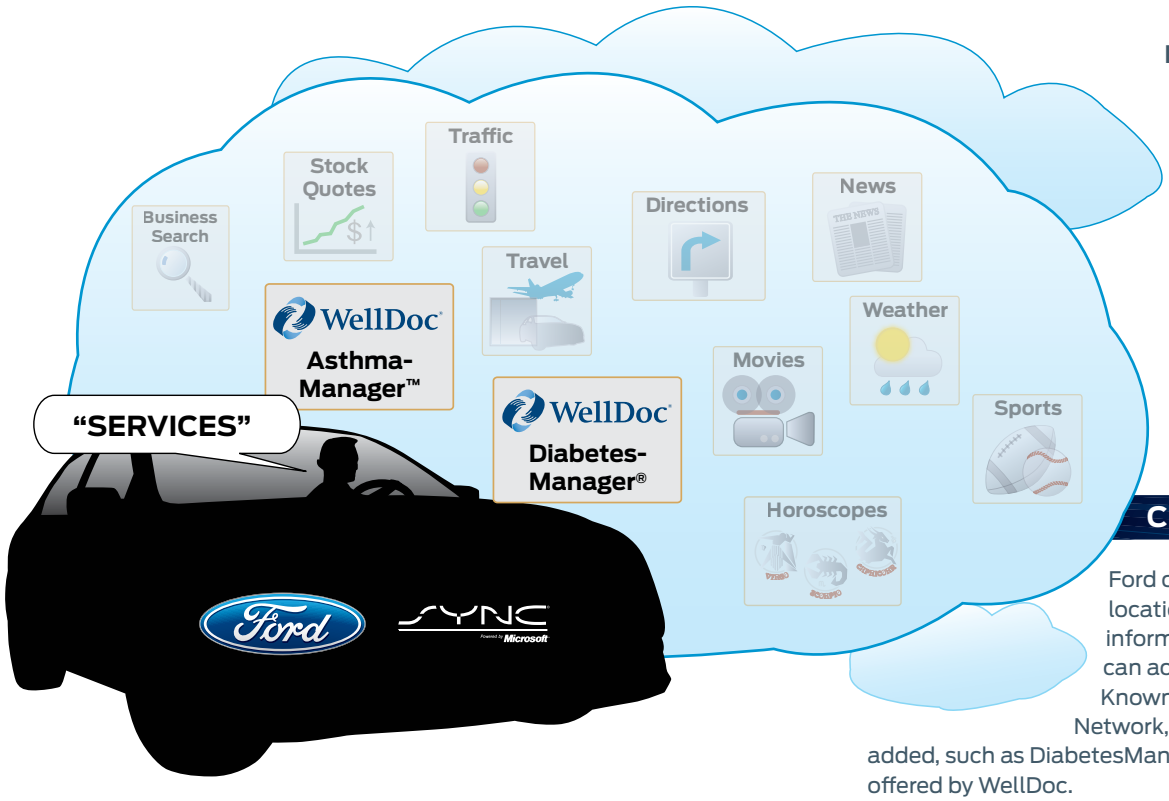
Ford In-Car Health and Wellness Solutions

WellDoc® via Ford SYNC Services

Ford and WellDoc, a leader in the emerging field of mHealth integrated services, have joined forces to explore in-car accessibility – through Ford SYNC® Services – to WellDoc's innovative solutions for people with diabetes and asthma.



According to the American Diabetes Association, nearly 26 million adults and children are currently living with diabetes in the U.S. The Asthma and Allergy Foundation of America reports that some 60 million Americans have asthma and/or allergies.

Cloud-based services

Ford created an off-board network of location-based traffic, directions and information providers that drivers can access simply via their cellphone. Known as the Ford Service Delivery Network, new services can easily be added, such as DiabetesManager® and AsthmaManager™ offered by WellDoc.

Creating a dialogue

Using voice commands, Ford SYNC users could access their WellDoc profile to receive real-time patient coaching, behavioral education and medication adherence support based on their historic and current disease information.