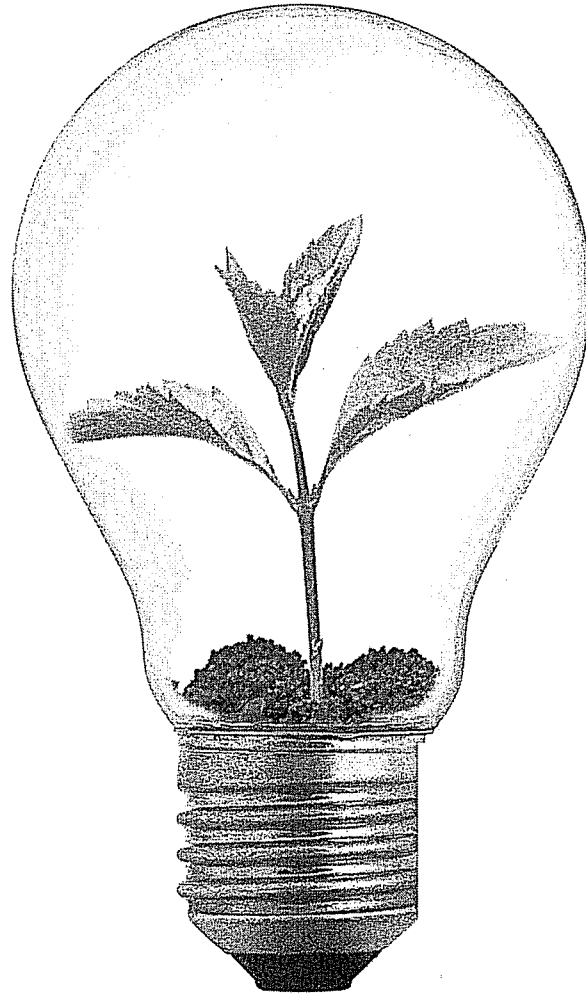


HealthLights

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The Healthy Power of Light

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HealthLights™ - The Healthy Power of Light!

Executive Summary

HealthLights™ is a revolutionary light management concept that uses light to help people feel better and live more healthily. Building off of the Wi-Fi enabled adjustable color LED lightbulb manufactured by LIFX, HealthLights™ provides users with three types of revolutionary light support - **HealthLights™ Basic**, **HealthLights™ Cleanse™**, and **HealthLights™ RealTime™**.

In **HealthLights™ Basic**, users can select from 5 light modules that can help them increase their brain power, uplift their mood, calm them, help their blood pressure, and help them get to sleep. They can also modify the light modules to find what works best for them – and then share their light profile to their friends and family using social media.

HealthLights™ Cleanse™, takes advantage of recent groundbreaking research to help provide germ-destroying light using the visible spectrum – and everyone wants fewer germs in their house.

HealthLights™ RealTime™, is our medically-oriented product. In **RealTime™**, we monitor a patient's blood pressure and automatically initiate visual therapy to assist in reducing the blood pressure when it is too high. Recent research has shown that visual therapy may even be as effective in some cases as some prescription hypertension medications.

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HealthLights™ Underlying Technology

Color has long been thought to have an impact on psychology.¹ More recently, exposure to color or images as visual therapy has been shown to have an observable impact on human physical metrics, such as blood pressure. Additionally, light therapy has been successfully used to help treat psychological ailments.

What if your household lights could help you remain healthy? What if, when your hypertension was acting up, your lighting could alter to help treat it in conjunction with your medication? That is the promise of HealthLights™!

One of the enabling technologies of the HealthLights™ system is the recent lighting development by LIFX. LIFX now makes an LED lightbulb that is WiFi enabled and may be controlled by with your iPhone or Android to adjust brightness and color.

More information including a video is available at:

<http://www.kickstarter.com/projects/limemouse/lifx-the-light-bulb-reinvented>

The LIFX connects to the home's wireless router and the user also connects to the wireless router using a smartphone.

As described below, HealthLights™ provides an internet and smartphone-accessible series of light controls that are designed help users manage their emotional and biological states

¹ See <http://www.empower-yourself-with-color-psychology.com/meaning-of-colors.html>
<http://psychology.about.com/od/sensationandperception/a/colorpsych.htm>
http://4.bp.blogspot.com/-PnpR0v2JL3o/UImV5ZUZR_I/AAAAAAAAA1A/2YOGUJO1IXY/s1600/color+psychology+webs.jpg
<http://www.infoplease.com/spot/colors1.html>
<http://library.thinkquest.org/27066/psychology/nlcolorpsych.html>

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HealthLights™ Basic

HealthLights™ Basic allows users to take control of their lighting profile in order to help them achieve their goals. The system is also adjustable by a user at any time if their goals change.

We start off with 6 basic light modules that a user can select using their smartphone or on our website over the internet.

Standard	No modification
Brain Power	Emphasize Yellow
Sleep Support	Emphasize Blue and Violet
Uplift	Emphasize Yellow and Orange
Serenity Now! ²	Emphasize Green and Blue
Blood Pressure Relief	Emphasize Blue and deemphasize Red and Orange

For example, the user can press the Serenity Now! button on their smartphone and their lights will immediately become more Green and Blue. They can then leave it on that module or switch to another any time they want.

We also allow them to individually modify the 6 basic modules. For example, they can have a user-specific Serenity Now! that they have altered to provide even more blue emphasis than our base module – or maybe they want some other color emphasized or deemphasized in addition.

We also allow users to create their own light modules from scratch and call them whatever they want. The light modules can then be shared among users using social media. For example, some popular user-created light modules include “Getting’ Busy” and “Workout Extreme”.

We provide some information on our site with regard to the typical impacts of color on a person, but we mostly let people experiment and find what works for them.

² Our lawyers did a trademark search and it is available.

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Users can also pre-program a light profile so that when they wake up (at say, 7 am) they get Uplift and when they are going to bed the light profile automatically transitions to Sleep Support at say 11pm. Additionally, the user can select the transition times to be immediate or to be gradual over up to 1 hour.

HealthLights™ Cleanse

Everyone knows that UV light kills germs. However, recent research has found that even near-UV light (violet) in the visible spectrum has germ fighting properties. It's not as strong as true UV, but we can have a much longer exposure time that can make up for the lack of strength.

For example, when leaving their house, the user can turn on Cleanse so that the lights go violet-only. The Cleanse can continue for a set length of time in hours or can just be shut off when the user returns home.

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HealthLights™ RealTime

HealthLights™ RealTime monitors one or more biological parameters of a patient and adjusts the patient's lighting exposure in real time in order to help treat patient conditions. The most important patient condition that we want to address is hypertension – high blood pressure – both because it is widely experienced and because visual therapy has previously been shown to have an impact on it.

With regard to monitoring the patient's vitals, we currently use the iHealth wireless blood pressure wrist monitor which provides real time tracking of blood pressure. More information on the product can be found here:

http://www.ihealthlabs.com/wireless-blood-pressure-wrist-monitor-feature_33.htm

We receive the blood pressure information at our web server and then continuously monitor it. If we see the blood pressure going too high, we then wirelessly adjust the lighting in the patient's home. Typically, we make the patient's lighting profile more blue and less red.

The location of the patient in the home is known because the wrist blood pressure monitor transmits its signals to the patient's smartphone and can track the patient's location in the home using the smartphone's GPS. Also – when the patient is not at home, we don't adjust the lights.

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HealthLights™ Future Development

1. A bulb with true UV LEDs so that we can have a more powerful Cleanse cycle. The individual LEDs are already available, we just need them to be integrated into a bulb with the other colors that is Wi-Fi enabled. Here's an example:

<http://www.connecticutvalleybiological.com/glo-germ-led-ultra-violet-light-p-15884.html>

2. New RealTime medical treatments. We are exploring the use of an increased Yellow and Orange spectrum in treating depression

3. Integration with audio technology. As an add-on to RealTime, when we start altering the light, we also start playing peaceful sounds over the smartphone. We have waves, rain, and wind in the trees as user-selectable options.

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Other Patented Systems

The CEO passed on your recommendation to search the PTO's website, so I did. I made a list of the patents below. The CEO says that all of these patents look pretty close to what we came up with. However, the CEO says that you are the best patent attorney around and that you will be able to find a way to get us our patent without infringing on these other patents.

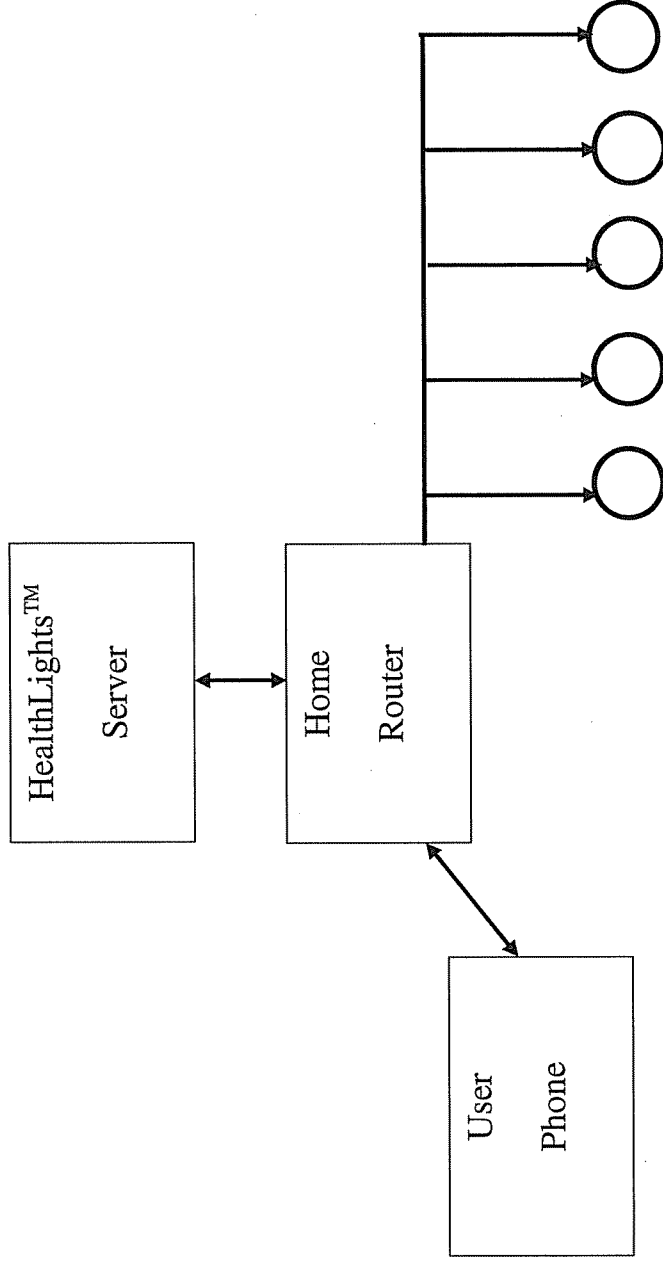
Patents:

US 8314571 B2

US 20120330109 A1

US 20120316458 A1

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LED Variable
Color Light
Bulbs

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