



Anura leverages AI to provide 30 different health measurements | Photo source [Nuralogix](#)

[Innovation](#) > [Health & Wellbeing](#) > [Tracking health through selfies](#)

TRACKING HEALTH THROUGH SELFIES

 HEALTH & WELLBEING

A new browser-based solution provides more than 30 different health measurements by analysing video clips

Spotted: At CES 2022, Toronto-based NuraLogix launched a version of its award-winning health and wellness measurement app for browser.

Called Anura, the app—which Springwise [originally spotted](#) in 2019—leverages AI and the user’s smartphone camera to measure general wellness – and the only input required is a 30-second video selfie. Last year, Anura won ‘Best Biometric Sensor Solution’ for NuraLogix at the annual MedTech Breakthrough Awards.

Anura offers over 30 health measurements including heart rate, breathing rate, blood pressure, stress levels, and metabolic risks. The new browser-based version provides the same level of measurement on any device with no download required.

“It’s a truly revolutionary concept”, explains CEO Marzio Pozzuoli. “Just by sitting in front of your computer’s camera, you can track your general health and wellness with medical-grade accuracy (based on research and clinical studies).”

The core technology behind both the app and its browser-based counterpart is called Transdermal Optical Imaging. This utilises light and the translucency of human skin to capture changes in bloodflow. Machine learning algorithms extract information from the recording to model the desired psychological, physical, and physiological indexes.

The company stresses that Anura is not a substitute for the clinical judgment of healthcare professionals. Instead, its purpose is to improve the user's awareness of their general health.

Other recent med tech innovations spotted by Springwise include video technology that [protects the elderly from falls](#), and [AI that tracks bowel health](#).

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Takeaway:

Anura isn't a substitute for the clinical judgment of a healthcare professional, but to what extent can med tech improve health and wellness? What if we could use technology for screening? Or to alleviate the crisis of health worker shortages. Advances in med tech also hold tremendous potential for increasing the ease of and access to pre-screening appointments. A recent [study](#) found that the impact of COVID-19 is that cancer screening programmes have been interrupted, with delayed diagnosis and increases in the numbers of avoidable deaths. More checkups means catching health complications early and potentially saving thousands of lives.