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## **Portable Genomics Combines Genomic Data with Electronic Digital Media to Revolutionize Personalized Medicine**

-- Receives Notice of Allowance from USPTO on key patent to protect the company's proprietary platform that displays genomic data on a digital device --

Apr 12, 2016, 08:00 ET from Portable Genomics  
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SAN DIEGO, April 12, 2016 /PRNewswire/ -- Portable Genomics, pioneering the mobile genomics space to enable users to control their personal medical and genomic health data, today announced that it has received a Notice of Allowance from the United States Patent and Trademark Office for its patent applications US13/989,737 previously published as US 20140033125 A1 for the organization, visualization and utilization of genome data on digital devices. The company believes that the allowance of this patent protects Portable Genomics' emerging consumer-based personal medicine platform.

Among the key claims covered by the patent is the use of a graphical user interface (GUI) for displaying and accessing on a mobile device genomic information, such as listings of phenotypes, genes and genetic markers, in a manner that provides visualization simplicity and convenience similar to that provided by technologies commonly used today for the organization and visualization of digital music contents on electronic devices. Additional claims include the use of a carousel-based user interface for genomic data display on computers or portable devices, the use of scrollable thumbnail images to display and easily access phenotypic traits and other data, and the use of colored tags to rapidly signify the

relative importance of the data being displayed. The ability to activate applications on the mobile device based on genomic information, as well as use of geolocation information in conjunction with the genomic information, are also included among the patent's claims.

"We are proud to be leading the way in combining genomics with electronic digital media to enable the convenient collection, visualization and sharing of genomic data," stated Patrick Merel, Ph.D., founder of Portable Genomics. "We believe our proprietary consumer-based interface will enable patients to have greater control over their genomic and other medical data at a time of rapid advancements in personalized medicine, and will prove valuable to patient advocacy groups and pharmaceutical companies seeking aggregated data for the purpose of discovering valuable new targeted therapies. The patent allowance announced today protects our proprietary platform and establishes a new standard for the visualization of genomic data on mobile and other digital devices, drawing on a familiar format widely used in the digital media industry, including iTunes among many others."

Portable Genomics' mobile personal health data platform enables users to collect and aggregate data from a variety of sources, including genomics providers, electronic medical and healthcare records, and personal electronic monitoring devices. With the Portable Genomics platform, users are in control of the ownership and privacy of their data on their digital device, giving them the ability to share that data with healthcare providers or with third parties such as patient groups, research foundations or pharmaceutical companies. By aggregating genomic, medical, healthcare and lifestyle information over time, patient data sets can be analyzed for phenotypic correlations to genetic or environmental factors, for example, providing valuable data for the development of companion diagnostics and for therapeutic drug research purposes. The platform also facilitates development of education solutions for patients regarding their disease condition, underlying risk factors and potential treatment and lifestyle alternatives.

Portable Genomics is currently developing relationships with patient advocacy groups and research foundations, focusing initially on cystic fibrosis and ovarian cancer, with the goal of customizing its platform for specific conditions and communities to enable the recruitment of patients, the sequencing of their genomes and/or tumors, and the aggregation of their data for research purposes.

### About Portable Genomics

Portable Genomics is a San Diego-based digital health company revolutionizing personal medicine with the development and commercialization of a mobile platform that enables users to collect, aggregate and share their valuable medical, genomic, behavior and lifestyle data. Through this technology, Portable Genomics seeks to empower patients to control their data and enable users to share data with healthcare providers, patient groups and life science organizations for improved healthcare and targeted drug discovery. For additional information on Portable Genomics please see [www.portablegenomics.com](http://www.portablegenomics.com).

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