



Finalists Named In **University of Southern California** Center For Body Computing **SLAM 2014**



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Finalists named in USC Center for Body Computing SLAM 2014

Top four innovators vie for \$10,000 prize using the power of music to improve health

PR Newswire

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LOS ANGELES, Sept. 30, 2014 /PRNewswire-USNewswire/ -- The University of Southern California (USC) [Center for Body Computing \(CBC\)](#), part of [Keck Medicine of USC](#), today announced this year's four finalists in its annual USC CBC SLAM event where designers and creators improve health through the power of music. The finalists will present their concepts to the expert judging panel on October 2 where the winner will receive \$10,000 and present the concept at the 8th annual USC Center for Body Computing conference the next day.

The USC CBC SLAM event, created this year in collaboration with Skullcandy Inc., challenged participants to visualize a sensor in music headphones and create an app or other program where music is the driver to engage and empower consumers in their personal health management. The participants had the choice of creating a product based on a single sensor or multiple sensors, and they had to provide the concept and create the experience for the judges.

The finalists and their concepts include:

Rachel Francine and Andy Tubman developed and created the [SingFit](#) app to find new solutions for everything from autism and depression to chronic pain and Parkinson's disease, by using the world's oldest medicine, music, in a 21st century fashion. *SingFit* digitizes the evidence-based music therapy technique of lyric prompting, which enables practically everyone, including those with dementia, autism and traumatic brain injuries to sing on a regular basis in order to achieve therapeutic goals. Francine and Tubman are co-founders of Los Angeles-based Music Health Tech.

Patrick Merel developed [GeneGroove](#), the first app to play unique melodies from genome tests and information. The next phase of development connects GeneGroove to biosensors to make associations between genetic risks reported by genomic tests, genome music, behavior changes and biosensors feedback. Merel, founder and CEO of San Diego-based Portable Genomics, is also pursuing the gamification of genomics to engage and educate the next generation in genomics.

Rent Sidon created *Rhythm EKG*, a fitness app that modulates audio based on a listener's biometric feedback to reinforce proper training habits and influence peak performance. Sidon holds multiple software patents and is developing an educational technology startup company focused on student performance through emphasis on process and brain-based executive skills.

Richard Warp developed *Frequencer*, a mobile app that creates musical environments based on a player's body signals via a pair of headphones. The app listens for a range of physiological indicators such as attention, stress and meditation, and translates them into sound palettes that adapt to the internal state of the player. Warp, a San Francisco-based composer and music designer, developed *Frequencer* in conjunction with David Reeder and neuroscientist/musician Robert Gibboni.

These innovators were selected for their originality, the aesthetics of the user interface, and for the ways in which their solution enhances both the music experience and the health experience.

"Music and technology are inherently creative fields so combining these elements to promote improved health in an engaging way is what this competition is all about," said Leslie Saxon, M.D., a cardiologist and executive director and founder of the USC Center for Body Computing. "We're thrilled with the submissions and amazed by the ideas of the four finalists. Each of them essentially developed the soundtrack for consumers to create their own health stories."

"I'm looking forward to hearing these inventors share their ideas with us, and I'm sure the decision for a winner will be a tough one," said Hoby Darling, CEO of Skullcandy. "When passionate people set out to make something better like our personal health there's nothing they can't accomplish. I'm so glad to be part of this energetic group of people who want to *harness the power of music to help people.*"

The prestigious panel of judges for the USC CBC SLAM competition was chosen for their thought leadership roles in the worlds of digital health, entertainment and music:

Ty Braswell, Creative Digital Strategist

Braswell, an expert in digital engagement and a mobile marketing, currently leads the business development strategy at JASH Comedy, overseeing branded content projects for the online JASH comedy network founded by talent partners Sarah Silverman, Michael Cera, Tim & Eric, and Reggie Watts. Just over a year old with one million+ subscribers, JASH has produces branded content projects for major brands.

Seth "Hoby" Darling, CEO/President at Skullcandy Inc.

Hoby has led a transformation of the Skullcandy business and placed the company on a path to deliver sustainable growth. Previously, he was general manager of Nike+ Digital Sport, head of strategy and planning for Nike Affiliates, senior vice president of strategic development and general counsel at Volcom Inc., a youth lifestyle apparel company.

Steven LeBoeuf, Ph.D., co-founder and president of Valencell Inc.

LeBoeuf has raised more than \$10 million in funding for Valencell and is the inventor/co-inventor of more than 50 patents. Previously, he led the optoelectronic biosensor program at GE Global Research, where he managed the development and productization of biosensor systems and developed cutting-edge nanosensor technology. Before joining GE, LeBoeuf developed optoelectronic solid-state materials and devices while a researcher at North Carolina State University.

Ariel Schwartz, senior editor, *Fast Company*

Schwartz is senior editor at Co.Exist, *Fast Company's* spinoff focusing on "world-changing innovation for good." She has contributed to *SF Weekly*, *Popular Science*, *Inhabitat*, *Greenbiz*, *NBC Bay Area*, *GOOD Magazine* and more.

"Digital health is driving the innovation and information patients need in an increasingly complex health care world," said Tom Jackiewicz, senior vice president and CEO of USC Health, which oversees Keck Medicine of USC. "We're proud to have the USC Center for Body Computing as a leader in this movement of empowering consumers to take charge of their personal health management."

About the USC Center for Body Computing Conference

The 8th Annual USC Center for Body Computing Conference is an event designed to bring digital and life sciences executives, sensor and mobile app inventors, strategists, designers, investors and visionaries from health care, entertainment and technology together for one day to showcase an international array of digital and mobile health ideas.

Founded by Leslie Saxon, an international digital health guru and trained USC cardiologist who has spoken at TED MED, SXSW and Wired international conferences, the USC CBC conference is her promise to make consumers "the heroes of their own health stories." The conference will be held on the USC campus in downtown Los Angeles on October 3. For more information or to register for the conference, visit: uscbodycomputing.org

ABOUT KECK MEDICINE OF USC

Keck Medicine of USC is the University of Southern California's medical enterprise, one of only two university-based medical systems in the Los Angeles area. Encompassing academic, research and clinical excellence, the medical system attracts internationally renowned experts who teach and practice at the Keck School of Medicine of USC, the region's first medical school; includes the renowned USC Norris Comprehensive Cancer Center, one of the first comprehensive cancer centers established by the National Institutes of Health (NIH) in the United States; has a medical faculty practice, the USC Care Medical Group; operates the Keck Medical Center of USC, which includes two acute care hospitals: 401-licensed bed Keck Hospital of USC and 60-licensed bed USC Norris Cancer Hospital; and owns USC Verdugo Hills Hospital, a 158-licensed bed community hospital. It also includes more than 40 outpatient facilities, some at affiliated hospitals, in Los Angeles, Orange, Kern, Tulare and Ventura counties.

U.S. News & World Report ranked Keck Medical Center of USC among the Top 10 in ophthalmology (No. 9), and among the Top 25 hospitals in the United States for urology (No. 20) and cancer care (No. 23). The medical center was also awarded an "A" grade from The Leapfrog Group in March, representing outstanding patient safety practices and overall patient outcomes.

For more information, go to www.keckmedicine.org/beyond

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