

Biozoom



Hybrid Offering

Brief description biozoom is a mobile bio scanner measuring physical and mental fitness developed by biozoom Services GmbH in cooperation with Carl Zeiss, Jena.

Hybrid offering's industry Preventive healthcare

Company details

biozoom Services GmbH
www.biozoom.com
 Vodafone Group
www.vodafone.com

Vodafone Group Plc is a leading mobile telecommunications company with headquarters in Berkshire, England, and global presence. biozoom Services GmbH is a Vodafone Group company based in Dusseldorf, Germany. The company was established in 2005 with a clear focus on mobile health and fitness and its offerings are marketed under the Vodafone umbrella.

Company's industry Telecommunications

Country of origin UK

Dimensions

Product dimension The product dimension of the system consists of a mobile phone and an accessory device for the mobile phone which measures the water and fat content of the human body by scanning the skin with light beams reflected by the blood.

Service dimension The data (e.g. body fat, water content, and cytochrom values) is transmitted in real time via Bluetooth/GPRS to a server. The server then analyses and sends the data within a few seconds back to the mobile phone. Results are visualised on the mobile phone screen (e.g. weekly fat amount tables, improvement figures).

Other links www.biozoom.com

Other Crucial Dimensions

Hybrid orientation Product oriented

Community as service No

Target market B2C

Revenue model One time

Images

Product dimension



Service Dimension

