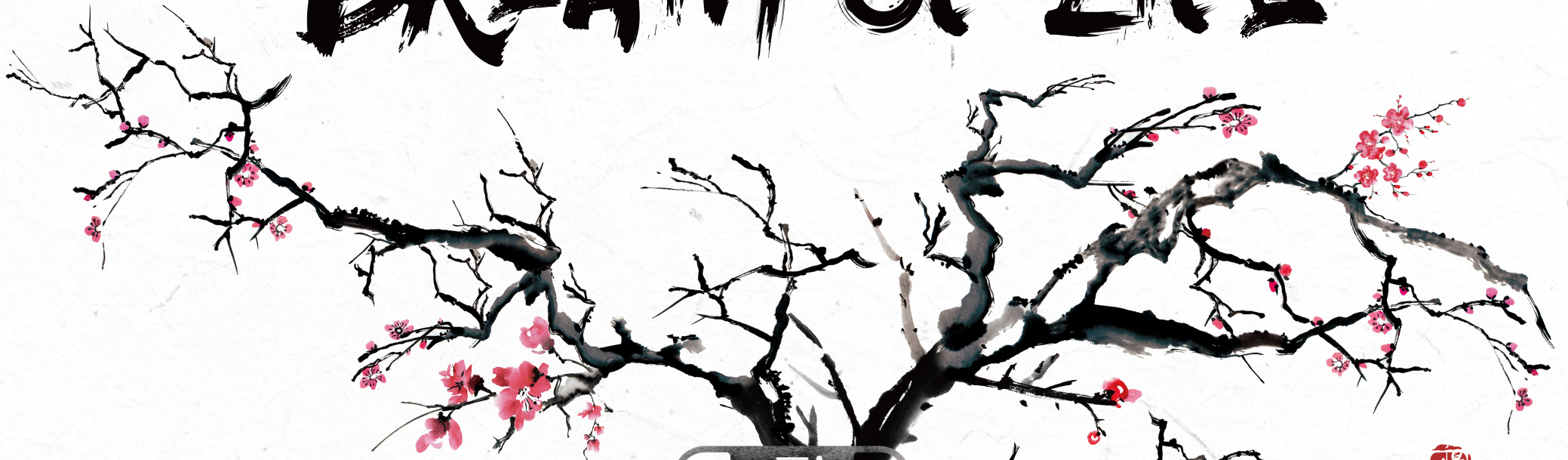


BREATH OF LIFE



While 100 million* adults in China are affected by COPD, less than 7% are properly diagnosed. Shortness of breath is commonly mistaken as a natural part of aging. So, to encourage early checkups, we turned a mobile phone into a self-testing tool.

Introducing Breath of Life.

Inspired by the traditional Chinese artform of blow-painting, we collaborated with a well-known artist and a leading Pulmonologist, to create Breath of Life, a revolutionary new app for self-testing of COPD.



Using mobile as self-testing tool



Mr Wang Kewei
Chinese artist



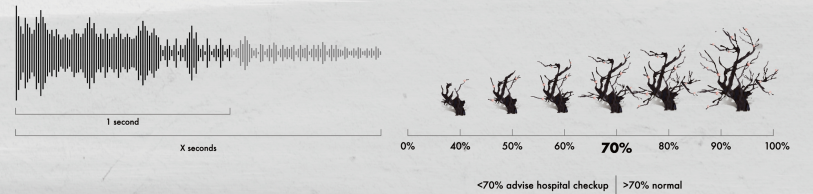
Yang Hu M.D., Ph.D
Associate Professor

Housed on WeChat, China's most popular mobile platform, the user simply picks a tree style and flower color. And when a deep breath is forcefully exhaled, an artistic 'blowing ink style' tree grows!



COPD is determined by the volume of breath blown in a sec verses total volume.

The microphone on the mobile records the sound of breath to produce a soundwave. We developed an algorithm to create the figure of a tree.



The size of the tree represents the user's approximate lung volume. If the result is lower than 70%, a hospital check-up is recommended.

Users can even share their bespoke tree on social platforms to encourage others to take the test. Using cutting edge technology, merged with traditional art, we connected with a lost COPD generation and offered them a 'Breath of life'.