



BRAINWAVE

Ramakrishnan, one of the Project Managers at Symbioun, won the 2009 edition of Brainwave with his idea of a Mobile Health Assistant.

The Mobile Health Assistant works on the concept of using a mobile phone to capture information about health parameters by embedding sensors in the phone. With the help of the sensors we can monitor pulse rates, heartbeat, blood pressure, blood sugar, and even alert the physician in case of an emergency. Symbioun is looking for suitable partners to build & promote the product based on this idea.

About Brainwave:

Brainwave is Symbioun's own version of the *Imagine Cup*. An annual idea competition which aims to bring out the creative geniuses in our employees, Brainwave reinforces Innovation at work, which has been one of the cornerstones of Symbioun. Brainwave has been an integral part of Symbioun's culture since its inception.

This competition encourages Symbiounites to think beyond their routine tasks and develop ideas which are feasible, improve internal processes, and enhance the quality of life. The best idea wins an award and also stands a chance to be converted into a working model based on the feasibility. Ideas are evaluated on the basis of feasibility, relevance, implementation, originality and clarity.

Each contributor/participant gets a gift certificate and the winner gets a special prize for the submission. If the project gets sponsorship, the contributor gets a stake in the product depending on the extent of involvement.

Some of the noteworthy ideas that Brainwave has generated include:

- Optimised Video & Audio streaming for Mobiles
- SMS marketplace for agricultural products – users can publish and subscribe to market rates for agriculture products
- Automated recording and billing system in retail stores

Other ideas which have come out as a result of the competition include Mobile Portal, Traffic Routing, and enhanced Video Conferencing experience.