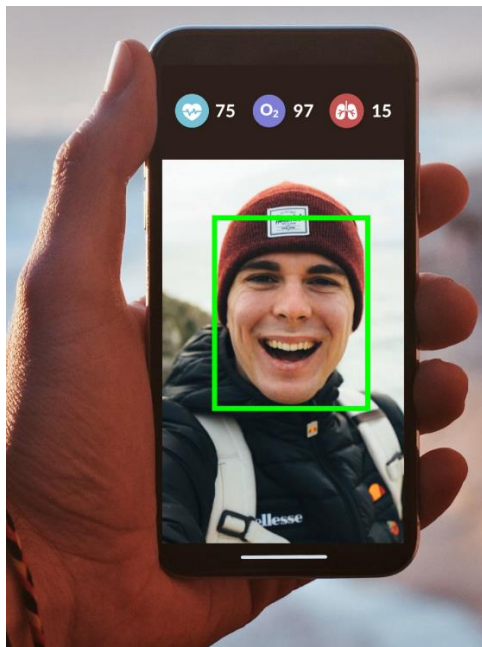


Binah.ai and BurnAlong Partner to Offer Video-Based Vital Signs Monitoring Capabilities Before and After Workouts and Wellbeing Classes

BurnAlong Facial Metrics, powered by Binah.ai, is a new feature that can support individual users, as well as companies looking to reach their health and wellness goals

TEL AVIV, Israel – March 4, 2020 – [BurnAlong](#), the leading online fitness, wellness, and social motivation platform, partnered with [Binah.ai](#), the leading provider of video-based health and wellness monitoring solutions, to launch the new feature Facial Metrics, a video-based vital signs monitoring tool. BurnAlong offers web and app-based fitness and wellbeing classes as a corporate wellness benefit, as well as to individuals and hospital patients. Using Binah.ai’s first-of-its-kind and groundbreaking technology, BurnAlong’s innovative app now allows users to [measure their heart rate, blood oxygen levels and respiratory rate](#) through the camera on their smartphone before and after exercising to help optimize workouts.

“We’re very pleased to partner with BurnAlong to bring our technology to their growing range of users,” said Sam Friedman, Vice President of Sales, North America. “Our technology adds vital health information to BurnAlong’s wellness platform in a way that is easy to use and reliable, bringing BurnAlong’s unique offerings to the next level.”



Through the BurnAlong app, Binah.ai’s technology is used to measure users’ vital signs with medical-grade accuracy: heart rate within 7 seconds, oxygen saturation within 10 seconds and respiration rate within 30 seconds. In addition to optimizing workouts, BurnAlong members can leverage Binah.ai’s technology by using these health measurements to help optimize their workout and monitor their resting heart rate, pulse and oxygen levels.

“BurnAlong’s focus is on reaching people where they are, and bringing them the classes, programming, social support, and data they need to achieve their health and wellbeing goals. Our members span all ages, levels, and backgrounds, and range from children to seniors, athletes to hospital patients,” said Daniel Freedman, co-founder and co-CEO of BurnAlong. “Alongside bringing them the online video classes and programs they need, and the social motivation to do it, we want to make sure they’ve also got the data to optimize what they’re doing. As only 20% of people in the United States have a wearable fitness tracker, this now enables all our members to measure their levels - and then act on it by choosing the right BurnAlong video classes and programming that best fit their needs.”

The medical-grade accuracy of Binah.ai’s measurements has been proven with medical equipment, consistently delivering accurate results. The technology compensates for movement, normalizes illumination, and works with any skin color, age and/or gender.

Binah.ai will be showcased during [HIMSS Global Health Conference and Exhibition](#) (March 9-13) in Orlando, Booth # 2547 (Israeli Export Institute Pavilion). BurnAlong will be showcased during the HIMSS conference.

To book an appointment with Binah.ai or BurnAlong at HIMSS, please visit the following links:

- [Binah.ai/Contact](#)
- [Burnalong.com/HIMSS](#)

About Binah.ai

Binah.ai’s award-winning technology delivers on the company’s vision and mission to allow for basic and universally accessible health and wellness services for everyone, anywhere. We are helping to define and shape the future of digital healthcare and wellness by providing a video-based, easy-to-use vital signs monitoring tool, delivered with medical-grade accuracy. Binah.ai’s proven app has countless use cases that span fields including telemedicine, remote patient monitoring, primary care, personal and corporate wellness, preventive medicine, virtual trials, nursing homes, insurance, in-car wellness and many more. Our technology is built by our unique team of mathematicians, physicists and biotechnology scientists and delivered directly to the doorstep of future-focused companies. These modern, innovative companies understand that the latest technologies and connected services are the roadmap to personalized, streamlined, and universally accessible health services that empower both organizations, as well as personal users.

Binah.ai was awarded the [CES 2020 Innovation Award](#) and recognized as a Cool Vendor

in [Gartner's AI Core Technologies](#) 2019 report. For more information on Binah.ai, please visit www.binah.ai.

About BurnAlong

BurnAlong is an online video health and wellness and social motivation platform. People can take classes from a growing network of 100s of instructors across 45 categories, from prenatal to seniors, from cardio and yoga to stress, adaptive workouts, and chronic conditions like arthritis and diabetes. People can take classes alone or live with others where they can see and hear each other for social motivation.

BurnAlong works with leading employers, insurers, and brokers who provide BurnAlong for their employees and patients. BurnAlong partners with a fast-growing network of 100s of local gyms, studios, and wellness professionals. For more information, visit www.burnalong.com.

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