

30 October 2015

MyFiziq app on track for December launch

Highlights:

- MyFiziq advancing to a full commercial version based on minimum viable product (MVP) feedback and analysis.
- MyFiziq app expected to be submitted to the Apple App Store for approval in the next six weeks.
- The Android version of the MyFiziq app is expected to be submitted soon after Apple .
- Testing of the user experience of the MyFiziq iPhone app has resulted in the enablement of improved avatar quality, accuracy and speed via the machine learning features.
- Commercial partnerships across different verticals continue to progress alongside development of app.
- Dr Katherine website to be launched in November with the Simply Forever cookbook on track for release in February.

Perth, Australia (30 October 2015): Body contour and weight monitoring technology company MyFiziq Limited (ASX: MYQ) is pleased to advise it is progressing positively and remains on target to launch its smartphone app in December this year.

The MyFiziq app allows users to track changes in their body shape in order to assess the impact of their health and fitness regime on their physical appearance.

The development of the app and server side is progressing well and in line with previous announcements..

MyFiziq is currently testing the user experience of the iPhone application. In particular, the image capture process, which requires images to be easy for the user to take accurately and achieve quality results in a wide range of conditions, including on older phones.

During this testing phase, MyFiziq has been able to process substantially more images through the system which is enabling the machine learning features of the MyFiziq 3D to improve avatar quality, accuracy, and speed.

This testing process has also allowed the API process between the mobile app and the server integration to be tested to improve the security and the multi-server performance.

MyFiziq is advancing to a full commercial version based on minimum viable product (MVP) feedback and analysis. The MyFiziq app is expected to be submitted to the Apple marketplace for approval in the next six weeks.

For Android devices, the application is following closely behind the iPhone application development and is expected to be ready for commercial release at approximately the same time as the iPhone version.

The product marketing website and the web administration site have commenced and will be available for application launch.

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The Dr Katherine website will be live in November and will feature Dr Katherine Forever TV video content, which has been produced and will be regularly featured on the website and across social media. Forever TV includes methods that will increase viewers confidence in the kitchen, as well as healthy and fad-free recipes that are simple and easy to make. The pilots for Forever TV are expected to be ready for the launch of the website next month.

The Dr Katherine social media following continues to grow with more than 15,000 Facebook followers and over 24,000 Instagram followers. This provides an organic marketing avenue for both the MyFiziq app and the Dr Katherine brand.

The Dr Katherine cookbook which includes super easy fad-free recipes that promote independence in the kitchen, as well as short articles on hot topics such as coconut oil and genetically modified foods. The cookbook has been sent to print in preparation for release in February.

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