

# HSE DESIGN LAB



HSE  
DESIGN  
LAB

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**4 СТАРТАПА**

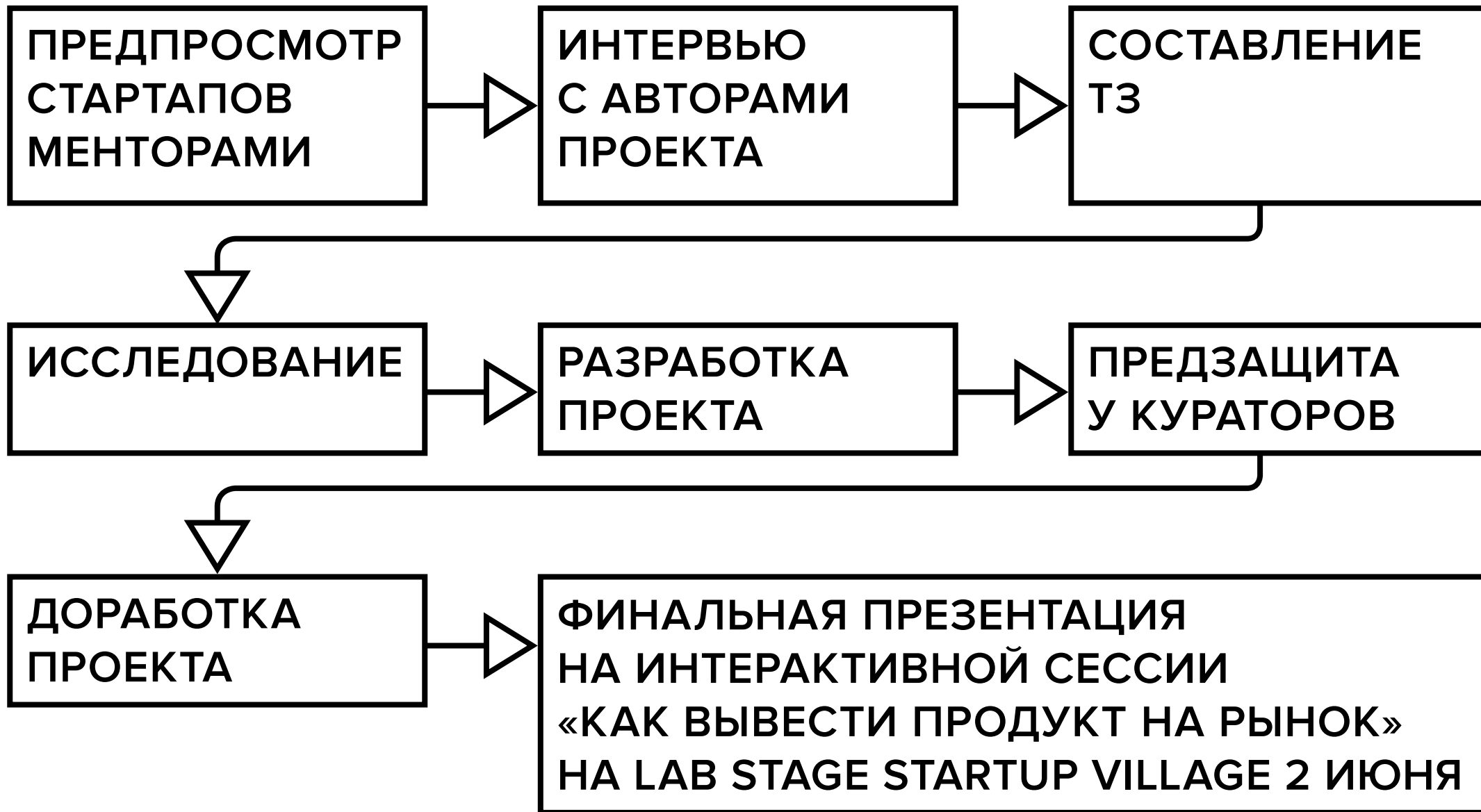
**15 ЧАСОВ**

**20 СТУДЕНТОВ**

**4 КУРАТОРА**

**4 РЕШЕНИЯ ОТ ШКОЛЫ  
ДИЗАЙНА НИУ ВШЭ**






# ПРОЕКТ «ОБЕРЕГ»

## Mobile health monitoring system

**Obereg**




mobile health monitoring system




1,3M seniors 70+ in Russia today

БРАСЛЕТ ОБЕРЕГ ПОСТОЯННО ПРОИЗВОДИТ МОНИТОРИНГ ЗДОРОВЬЯ ЧЕЛОВЕКА И ЕГО МЕСТОПОЛОЖЕНИЯ.



ОСНОВНЫЕ КОНКУРЕНТЫ

- + ШИРОКИЙ АССОРТИМЕНТ
- ВЫСОКИЕ ЦЕНЫ
- ОТСУТСТВИЕ УСЛУГ CALL-ЦЕНТРА
- ГРОМОЗДКИЙ ДИЗАЙН



Emergency alarm devices available on the market are basic and limited  
Do not track health parameters automatically and on-line  
Are not user-friendly for seniors


WHAT'S INSIDE

Wrist-worn GSM device with SOS button

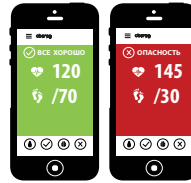
Sensors: heart rate, skin and ambient temperature, fall detector, pedometer

Web-based IT solution


Care giver real-time notifications, on-line data access & analysis, API to 3<sup>rd</sup> party systems



ОБЕРЕГ



They are prone to cardiovascular disease, Alzheimer's disease, stroke, weak physical conditions, etc.



HOW IT WORKS


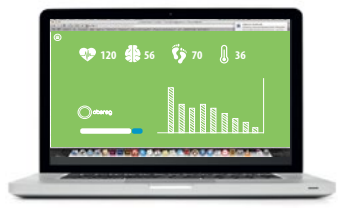
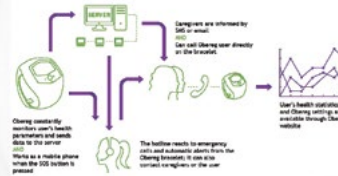
In case of emergency the server alerts caregivers and the hotline

- Language are informed by SMS or email
- User and Obereg user directly on the bracelet
- User's health statistics and Obereg settings are available through being website


Obereg constantly monitors user's health parameters and sends data to the server

Works as a mobile phone when the GSM system is present

The hotline reacts to emergency calls and automatically alerts from the Obereg bracelet. It can also contact caregivers on the user's phone



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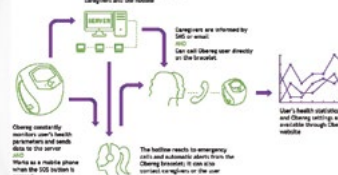
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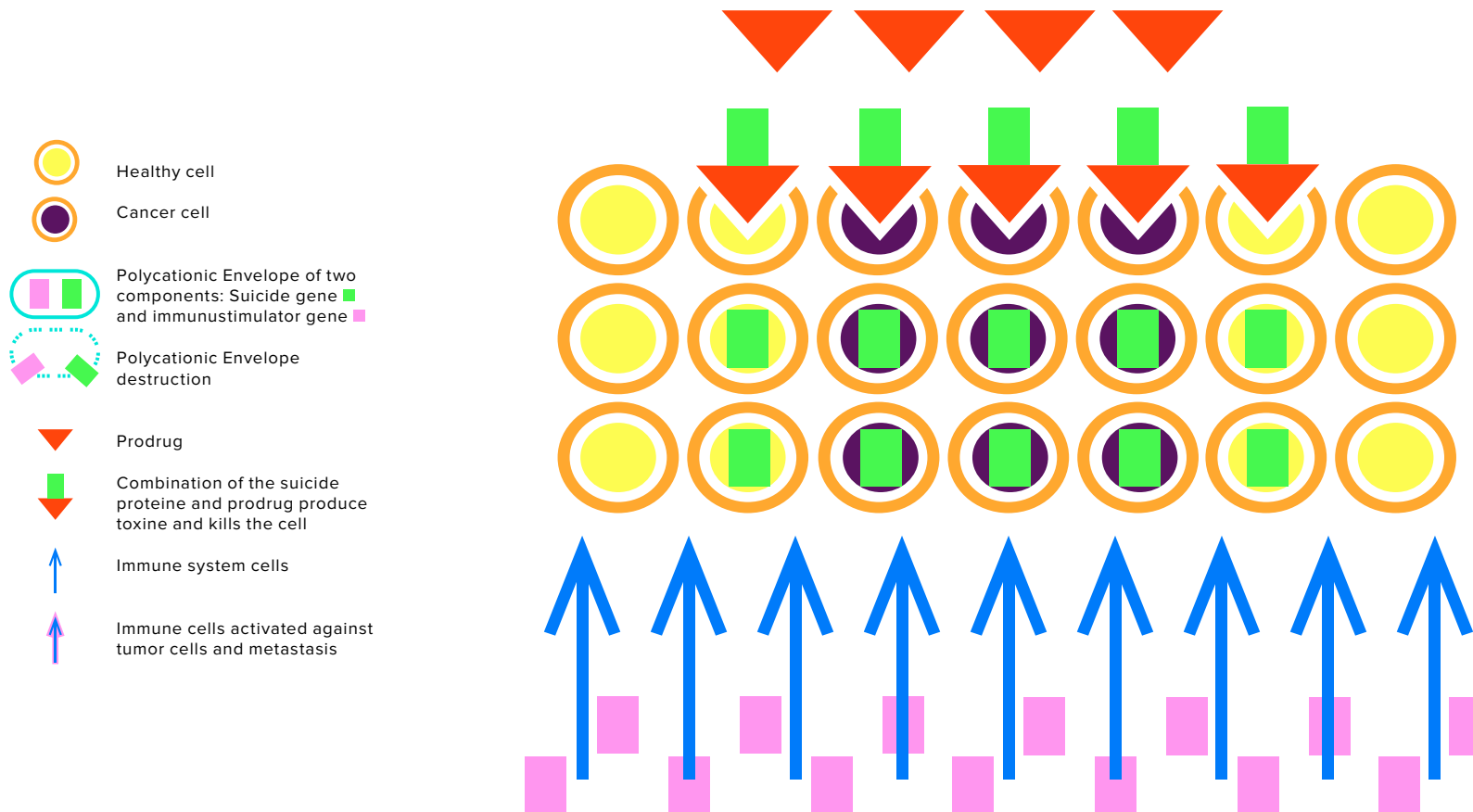


СПАСИБО



# ПРОЕКТ ANTIIONKORAS-M

Создание и испытания принципиально нового  
генно-терапевтического противоопухолевого  
препарата «АНТИОНКОРАН-М»



Prodrug is injected into blood and its components get to the tumor area through the blood system.

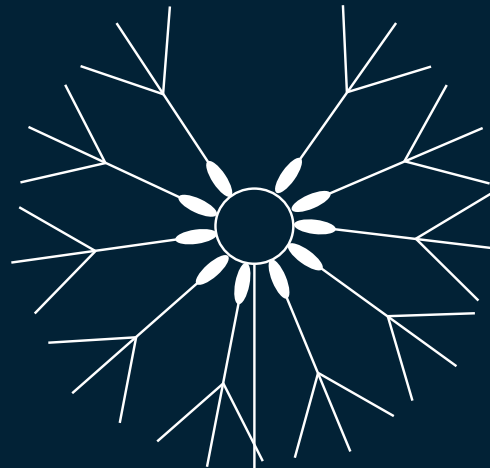
Combination of the suicide proteine and prodrug produce toxine and kills the cell.

Immunostimulator gene shows to immune system dead cancer cells as alien.



# ПРОЕКТ LLC LIN INDUSTRIAL

## Light launch vehicle «ADLER»



# ПРОЕКТ НП ЦПИКС

## Универсальный беспроводной контроллер Chandelle

WiFi is everywhere and it is good

**BUT**



- Tens of access-points can **interfere** with each other
- High level of **treats** and **rogue devices**
- **Pure** quality of service
- Vendors dependence as cause of **huge prices**

disadvantages



Wi-Fi wars: tens of access-points can interfere with each other

disadvantages



High level of treats and rogue devices

disadvantages



Vendors dependence as cause of huge prices

disadvantages



Pure quality of service

advantages



and also  
Load balancing and seamless roaming  
Integration with SDN

# ЛАБОРАТОРИЯ ДИЗАЙНА НИУ ВШЭ

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