

First App-Based Ultrasound System

PORTABLE ULTRASOUND

Lumify is the world's first app-based ultrasound system. Philips' ultramobile point-of-care group disrupted healthcare imaging by providing low-cost ultrasound available to a new and broad customer base.

PHILIPS
Healthcare





Bringing Lumify to market

SUBSCRIPTION BASED MOBILE ULTRASOUND SOLUTION

We were involved in core areas of the solution, including:

- Customer facing eCommerce platforms
- Purchase and payment
- Integration with enterprise fulfillment and distribution systems
- Online device provisioning
- Activation and event management
- Ongoing cloud-based image management
- App design and development

They taste great.

HEALTH CARE REPORTING

The heart of the system is a scalable, robust, web-service architecture that serves as the cloud backend for all Lumify medical devices.

Launch worked in close collaboration with Philips team to define, engineer, and implement the full Lumify backend.

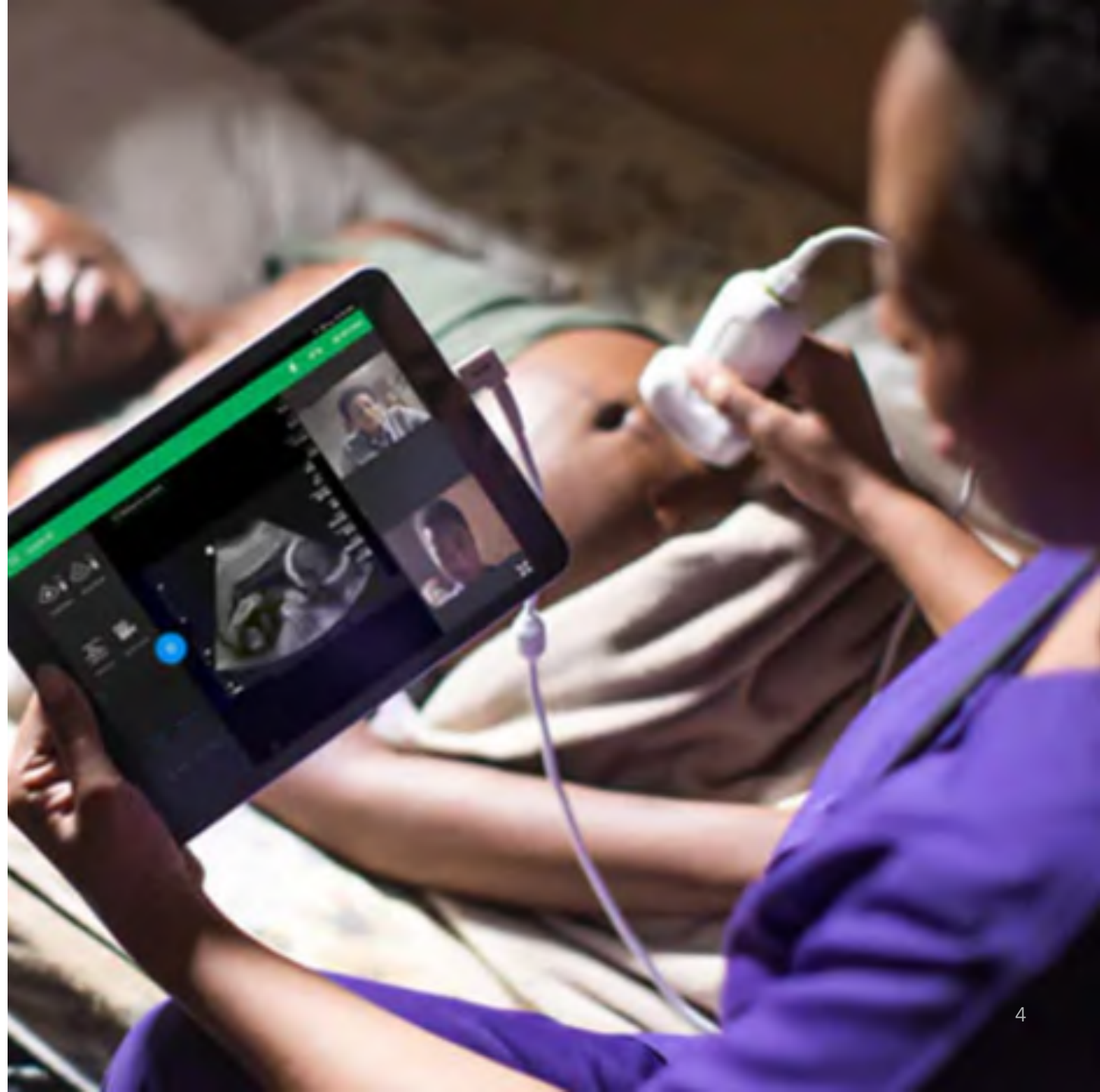
We provided a skilled team of developers, quality engineers, DevOps engineers, UX and UI designers, and project management and worked to support, augment, or function in place of Philips' internal teams.



The Results

HEALTH CARE REPORTING

- Working with the Ultrasound Group at Philips, Launch has created an end-to-end data platform to help improve the manufacturing quality for Philips
- Platform designed to eventually use Snowflake to aggregate data from disparate sources
- Surfacing quality data for ultrasound devices enables Philips to respond quickly to issues and correct manufacturing errors at the source, something they have been unable to manage



Testimonial

"Philips was first-to-market with the Lumify connected ecosystem thanks to our collaboration with Launch. The disruptiveness of both the subscription-based business model and the product offering itself has been embraced by customers looking for a connected, mobile ultrasound solution. Launch has been our ally every step of the way, enabling us to focus on bringing Philips' outstanding image quality to a brand-new type of customer."

TONY GADES, PHD

Director of Technology, Phillips Lumify

