

## PRESS RELEASE

**OBJECT: siHealth Ltd, the new UK start-up of Flyby srl, at the New Scientist Live in London to launch the innovative mobile application for the prevention of skin cancers.**

**Livorno, 17 September 2018** - The new HappySun app developed by Flyby Srl, an Italian SME active in the field of satellite and airborne remote sensing, will be presented at the New Scientist Live. This event is one of the most exciting festivals of ideas and discoveries in the world, held at the ExCel Exhibition Centre in London from 20th to 23th September.

HappySun is the first integrated satellite system of solar photoprotection, destined to revolutionise our relationship with the sun. To launch it at ExCel London will be siHealth, the spin-off of Flyby, dedicated to the development of digital solutions for healthcare.

The application in the foreground is the result of numerous studies and research that have led to avant-garde results in the European technological panorama. Among these, it is important to mention the promising results achieved in recent months by Flyby in the **AURORA research project-coordinated by CNR IFAC in Florence and in the SUN4HEALTH project with the European Space Agency (ESA).**

Flyby have been engaged in the field of satellite and airborne remote sensing since 2001. In 2015 Flyby decided to invest in a newco - siHealth Ltd in Oxfordshire - entirely dedicated to the use of new technology for the development of mobile solutions related to health and wellbeing.

A main driver for investment in a spin-off located in the UK was the opportunity to actively participate as a member in the Harwell Healthtec Cluster, collaborating with other local companies and excellent research centres in the Oxfordshire area. Another reason was the desire to increase demand in the market for private healthcare insurance for digital health services in the UK.

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HappySun confirms the implications that technological and digital innovation is having on healthcare and that there is potential for strong growth at an international level.

The current head office of siHealth Ltd is at Harwell Technology Park, Oxfordshire is focused on environmental health IT solutions development based on satellites and big data analytics for health and care. Flyby will complete the assignment to the newco of IPRs related to this field by the end of the year. By the end of 2018 siHealth Ltd will also open its Italian subsidiary in Livorno (Tuscany) that will be dedicated to smart photonics system engineering for healthcare applications.

For more information about the **HappySun system** at the New Scientist Live you are kindly invited to visit [www.happysun.co.uk](http://www.happysun.co.uk) and download the free App on iOS.

Or visit the **siHealth stand no. 1543** at **HUMANS zone** and the **AURORA stand at COSMOS zone**.

### Short Companies Profiles

**Flyby Srl** is an Italian SME active in satellite and airborne remote sensing and provides integrated IT systems for applications in the areas of defence and security, environment and energy.

**siHealth Ltd** is an emerging UK-based start-up in the healthcare sector. It develops cognitive mobile healthcare solutions to get the best health benefits through a controlled and personalised relationship with the environment. The company is a spin-off of Flyby – an Italian aerospace SME – who developed HappySun, the very first integrated, satellite-based, sun photoprotection system supporting healthy lifestyle and skin diseases prevention in real-time. The technology has been developed in the past years thanks to the scientific results and on-field user operational test results obtained in different projects and in the framework of many R&D projects (e.g. EU Horizon 2020 “AURORA” [Advanced Ultraviolet Radiation and Ozone Retrieval for Applications] project and the ESA IAP “Sun4Health” project).

siHealth Ltd. is based in the Harwell Campus in Oxfordshire and it is an active member of the Harwell HealthTec Cluster and the Space Cluster, collaborating with many research organisations, for example Public Health England and the European Space Agency.

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## RELATED LINKS

[www.sihealth.co.uk](http://www.sihealth.co.uk) / [www.happysun.co.uk](http://www.happysun.co.uk)

<https://business.esa.int/projects/sun4health>

<http://www.aurora-copernicus.eu/uv-radiation/>