



FOR IMMEDIATE RELEASE: 2020/12/14

Sony Corporation
M3, Inc.

SONY and M3 Join Forces for Open Innovation Projects in Healthcare

~ Collaborative **Medical Practice Advancement for Social Solutions** ~

Sony Corporation (“Sony,” below), and M3 Inc. (“M3,” below) has together launched “COMPASS Project,” an open innovation collaboration within the medical and healthcare fields.



COMPASS Project

Collaborative **Medical Practice Advancement**
for **Social Solutions**

SONY



This collaboration will launch the following two initiatives in order to create sustainable businesses that provide solutions within healthcare.

■ Medical Innovation Idea Recruitment

Open recruitment of ideas from medical professionals for the use of “amue link,” the world’s smallest and lightest*¹ communication network device created by Sony Network Communications Inc., aimed for medical care improvement and reduction of burdens at the clinical scene productivity.

See link below for details:

<https://lp.sony-startup-acceleration-program.com/compass/index.html>

¹ smallest and lightest LTE GPS tracker with voice function (research by Sony as of Dec 10, 2020)

■ Medical and Healthcare Business Development Program Participant Recruitment

Sony and M3 will support the evaluation and development of businesses creating solutions within the medical and healthcare fields.

See link below for details:

<https://sony-startup-acceleration-program.com/article376.html>

Sony and M3 have been collaborating since April 2020 to create value through initiatives that contribute to COVID-19 alleviation and across the healthcare industry.

- Provision of a diagnosis support service for suspected cases of COVID-19 based on chest CT scan images*², and development and dissemination of related AI-based image diagnosis solutions.
- Free online webinars to share the latest knowledge and other key insight from doctors on the frontline of COVID-19 treatment to doctors and medical workers.
- Launch and provision of “Menkai-kun,” a remote communications system for hospitalized patients at visitation restricted hospitals using Xperia™ created by Sony Mobile Communications Inc.
- Trial initiation of “virtual outings” using AR and VR for hospitalized patients
- Internal recruitment and evaluation support of healthcare related business ideas that utilize SSAP

² Imaging analysis is believed to be of important significance in COVID-19 diagnosis, together with clinical data such as PCR tests and other clinical examinations. This service enables chest CT scan images of suspected COVID-19 patients to be remotely diagnosed by expert radiologists.

Initiatives will be further expanded in collaboration with various stakeholders and talent. The integration of ideas and expertise from the medical field, Sony’s knowhow in the technology and entertainment industry, and M3’s medical and healthcare business development skillset, will contribute to society through creation of value such as new inspirational experiences, safety, and peace of mind.