



9th August 2006

The Doctor Can See You Now

Palo Alto, CA, USA - 9 AUGUST, 2006: 3G Doctor, the world's first service to enable 3G video calling with Doctors, highlighted as "one to watch" at the Boomer Tech Evening Presentation of the MIT Club of Northern California in association with American Society on Aging and the Smart Silvers Alliance

A meeting of the MIT Club of Northern California titled "Connected Healthcare: the \$34 Billion Dollar Market Opportunity" was led by a panel of leading healthcare and technology experts and discussed the effects of 78 million boomers retiring over the next 20 years and the opportunities that will arise as Connected Healthcare Solutions enable enhanced quality of care through the convergence of personalized connectivity and communications technology, medical devices and the internet.

With a look at the technologies to watch the moderator Richard Adler referred to how medicine is heading for a trainwreck and the cell phone is the solution before pointing to solutions to watch out for and the ambitious aims of the proposed UK launch of the 3G Doctor service in Q3 2006.

The meeting is part of a series of presentations focused on emerging technologies targeted at the intersection of Technology and Aging, enhancing quality of life as we age. For more information:

A video of the event was posted at;

<http://video.google.com/videoplay?docid=-7410341741191614430&hl=en>

Smart Silvers Alliance:

http://network.smartsilvers.com/index.php?option=com_content&task=view&id=13&Itemid=10012

MIT Club of Northern California: www.mitcnc.org

American Society on Aging: www.asaging.org

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About Richard Adler, People & Technology/Institute for the Future.

Richard has been a leader in the field of aging and technology for more than a decade. He is principal of People & Technology, a research/ consulting firm based in Silicon Valley. He is also a Research Affiliate at Institute for the Future (ITF) where he is co-leading a major new research project on "Baby Boomers: The Next 20 Years." Richard has served as a Senior Advisor to Civic Ventures, a San Francisco-based non-profit

whose mission is to promote greater involvement of older adults in community service, and was Vice President for Development at SeniorNet. Richard's recent publications include "Best Books on the Boomers" (AARP, 2006); "Reinventing Retirement" (Aging Today, ASA, 2005); "The Age Wave Meets the Technology Wave: Broadband and Older Americans" (SeniorNet, 2004); "Looking Ahead: Older Adults, New Technology and Learning" (The Older Learner, 2001); and "Media Use by Older Adults" (Seniors Media Lab, 2000). He has taught communications at Stanford and UCLA and was a Research Fellow at the Harvard Graduate School of Education. Richard holds a BA from Harvard, an MA from the University of California at Berkeley, and an MBA from the McLaren School of Business at the University of San Francisco.

About 3G Doctor Limited

3G Doctor is a registered Doctor led service that is launching in the UK to provide adults (aged 18+) with affordable, private round the clock 3G Video Call access to their medical information and the advice of highly trained General Medical Council registered Primary Care Doctors. These carers are waiting to answer queries, diagnose medical problems and recommend treatments. The service is an important development in the mobile pervasive future of healthcare and has been created to help meet the evolving need for remote access to the regulated advice of qualified and registered Doctors.

<http://www.3gdoctor.com>
