



# BE WIZE, BE WELL!

*A Scientific view on emerging self-monitoring technologies  
for disease prevention*

**Pisa, January 20<sup>th</sup>, 2017 - Auditorium CNR**

9.00	<i>Registration</i>	11.00	<i>Fitness and self-monitoring IT</i> <b>S. Zanuso</b> , Technogym Scientific & Research Manager
9.30	<i>Welcome</i> <b>C. Montani</b> , Institute of Information Science and Technologies, Director <b>S. Colantonio</b> , SEMEOTICONS Project Coordinator	11.15	<i>Innovative IT services in pharmacy ecosystems</i> <b>C. Bini</b> , Eli Lilly Italia, CEO
9.40	<i>Opening</i> <b>W. Daviddi</b> , Scientific Communicator	11.30	<i>Coffee break</i>
9.45	<i>Self-monitoring IT in disease prevention</i> <b>A. Gastaldelli</b> , American College of Nutrition Executive Director of the European Chapter	11.45	<i>Ubiquitous self-monitoring: a challenge for security and privacy</i> <b>F. Cunningham</b> , EU DG Communications Networks, Content and Technology, International Policy Officer
10.00	<i>Wizing up your mirror</i> <b>G. Coppini</b> , SEMEOTICONS Scientific Coordinator	12.00	<i>Smart monitoring devices: from academia to market</i> <b>D. Tronconi</b> , Tecno-sistemi di Qualità, CEO
10.10	<i>The impact of the Wize Mirror on individual wellbeing</i> <b>M.A. Morales</b> , SEMEOTICONS Clinical Coordinator	12.15	<i>Sustainability and opportunities on wellbeing sector</i> <b>G. Zunino</b> , Alta Formazione Hedux.org Scientific Director
10.20	<i>The Wize Mirror user experience: the viewpoint of a nutrition physiologist</i> <b>G.C. Demontis</b> , Dept. of Pharmacy, University of Pisa Professor of Human Nutrition	12.30	<i>Conclusions</i> <b>S. Colantonio</b> , SEMEOTICONS Project Coordinator
10.30	<i>Nutrition, diet and technology</i> <b>F. Bonino</b> , UPMC Institute for Health, Director	13.00	<i>Lunch</i>
10.45	<i>Activity monitoring: the Fitbit experience</i> <b>G. Bergamaschi</b> , Fitbit, Eastern Mediterranean Country Manager	14.00	<i>Closure of the Meeting</i>

