

GlowCaps Featured in MoMA Exhibit

*Enchanted Pill Bottle Helps Patients Take Daily Medications;
Exposition Celebrates Emergent Communication between People and Objects*

CAMBRIDGE, MA, July 20, 2011 – GlowCaps™, the first wireless Internet-connected smart pill bottle that helps people take their medication, will be part of The Museum of Modern Art's presentation of *Talk to Me: Design and the Communication between People and Objects*, which will run from July 24 to November 7, 2011.

MoMA's *Talk to Me* focuses on innovative designs which have cultural impact. The exhibit features inventors who animate everyday objects with the power to touch and influence people.

GlowCaps illuminate, play a melody, and even send a cellular signal over AT&T's wireless network to trigger a text message or ring a home phone, so that people are prompted to take their medications. To enlist support, patients may elect to have their pill caps share their pill taking history with a family member or physician. GlowCaps even have an embedded *push-to-refill* button which reaches out to their pharmacy to automate refills.

"GlowCaps point to a larger trend of embedding computation and communication in everyday objects to make them enchanted," said David Rose, CEO of Vitality, Inc., the company that designed GlowCaps. "It's thrilling that MoMA shined a spotlight on a pedestrian object that we brought into the 21st century to help patients live healthier more productive lives. Like seat belts that started as a novelty and became ubiquitous, we expect the benefits of connected medication packaging to become standard."

Multiple studies show higher medication adherence lowers the cost of healthcare and improves patient well-being. GlowCaps have received numerous awards for design and technology, including recently winning a prestigious [2011 Global Mobile Award](#).

About Vitality

Vitality was recently acquired by healthcare visionary Patrick Soon-Shiong, M.D., as part of his vision to promote healthier consumer behavior. Vitality has a suite of Internet-connected products which leverage feedback loops and lessons from behavioral economics to improve health and wellness. For more information: <http://www.vitality.net/>.

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