

Arrhythmias App Inks Exclusive Licensing Deal with AliveCor

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AppsByAbe and AliveCor ink an exclusive licensing deal for the Top 100, "Arrhythmias" app. AliveCor was the first company to introduce an FDA approved electrocardiogram accessory for mobile Devices. Arrhythmias helps to diagnose and treat very complicated medical problems, allowing medical practitioners to make quick, informed, peer-reviewed decisions that are in line with the standards of care. AliveCor has acquired the rights to integrate the "Arrhythmias" app into their own AliveECG app.

Taos, New Mexico - AppsByAbe and AliveCor have inked an exclusive licensing deal for world famous, Top 100, "Arrhythmias" app. AliveCor was the first company to introduce an FDA approved electrocardiogram (EKG) accessory for the iPhone/Android Devices. They have reached out to Abe Balsamo, owner of AppsByAbe to acquire the rights to integrate the "Arrhythmias" app into their own AliveECG app.

The "Arrhythmias" app debuted in 2010 to great fanfare and much demand. It rose as high as the eighth position in the Apple Store within the first week in the Store. Since that time, the "Arrhythmias" app has remained in the Top 100 Medical apps for the majority of the last three years. The "Arrhythmia" app has had more downloads over the past three years than any other arrhythmia resource in the Apple Store.

In the fall of 2012, AliveCor founder, Dr. Dave Albert, reached out to AppsByAbe owner Abe Balsamo and began talks about a potential collaboration. By early 2013, a deal had been agreed upon and the "Arrhythmias" app was licensed to AliveCor.

The most recent update to the AliveECG has incorporated Abe Balsamo's "Arrhythmias" app in a section called education. Most arrhythmias, information about them, and treatments of them are included in the "Arrhythmias" app and now, incorporated into the award winning AliveECG applications.

Device Requirements:

- * iPhone, iPod touch, and iPad
- * Requires iOS 7.0 or later
- * 68.8 MB

Pricing and Availability:

Arrhythmias 2.0 is only \$0.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Medical category.

Apps By Abe:

<http://www.AppsByAbe.com>

Arrhythmias 2.0:

<http://itunes.apple.com/app/arrhythmias/id429796356>

Screenshot:

<http://a1.mzstatic.com/us/r30/Purple4/v4/0d/9f/49/0d9f4974-3b9a-5222-4e9d-4b9467beab82/screenshot568x568.jpeg>

App Icon:

<http://a4.mzstatic.com/us/r30/Purple6/v4/81/80/5e/81805ea4-ae7c-5884-7f92-6b26a9e65f42/mzl.xgbadzex.175x175-75.jpg>

Located in Taos, New Mexico, Abe Balsamo & Co. is a small, niche firm intent on providing

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point-of-care applications for medical providers. This small company has writers, editors, programmers, and doctors on the board of directors. Copyright (C) 2014 Abe Balsamo & Co. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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