



## SHOWCASE

In May 2009, Mama Mia, Scandinavia's largest private women's and child health service provider, introduced a completely new service. Mobile Baby is a service where expecting parents can get ultrasound images and video clips of their baby directly to their mobile device. Mama Mia's clinics in Stockholm are among the first in the world with this service. Mobile Baby acts as an ordinary MMS, where the recipient can see the ultrasound images and video clips sent to their mobile. Images can also be sent to the parents email addresses and directly to their accounts on popular online social networks.

Mama Mia also use the service to reach consulting doctors who provide second opinion on ultrasound exams. With the new service they can receive images and video clips on the web or on their mobile phone, with the same content as midwives and doctors see in the ultrasound room.

Mobile Baby is developed by Great Connection together with Mama Mia, who play a role in the continual refinements of the system.

Since the launch from one of the ultrasound machines at the flagship clinic Mama Mia has now rolled out the service at all their facilities. The customers, the expecting parents, are very happy about the service and pay \$14 (or 100 Swedish Kronor) for it.

The service also lowers the cost of distribution of images to patients, which is normally done by print-outs on thermal paper and CDs, with approximately 30%.

At launch Mama Mia and Great Connection experienced a media coverage beyond expectation. Since then Mobile Baby has been featured in numerous articles and at prestigious events such as CES and CTIA, both in Las Vegas.

Now a days. Mamamia is sending Mobile Babies to all their customer. Approximately 17 per day per connected machine. Mamamia is also using Great Connections storage and image management portal.

