
"FiNC" App's Huge Renewal, Reaching 9 Million Downloads! Automatically Record 15 Key Nutrients in Addition to the 3 Major Nutrients, such as Vitamins and Dietary Fiber with Meal Recording Over 400 Items on the Food Image Recognition Feature

FiNC Technologies Inc. (headquarters: Chiyoda-ku, Tokyo, CEO: Mitsunori Nanno, referred to as "FiNC"), the healthtech venture that specializes in preventative healthcare and AI, introduced a huge renewal to their healthcare/fitness app "FiNC®", which recently reached 9 million downloads, with the goal of increasing app usability.



In this renewal, a dashboard has been added to show key lifelog information as soon as users open the app, such as daily steps, calories burned and calorie intake. It also gives users tips on how to use the FiNC app, including how to effectively record their lifestyle, earn points, and get great deals on health/beauty products on the FiNC Mall.

◆About the Renewal

When investigating how the FiNC app is being used through user surveys and customer feedback, it was found that many long-time users were using the lifelog features. There was feedback about the steps, weight, sleep, meal, and period lifelog features, which allow users to effortlessly record their lifestyle in the one app. The renewal aims to increase app usability based on this recent user feedback.

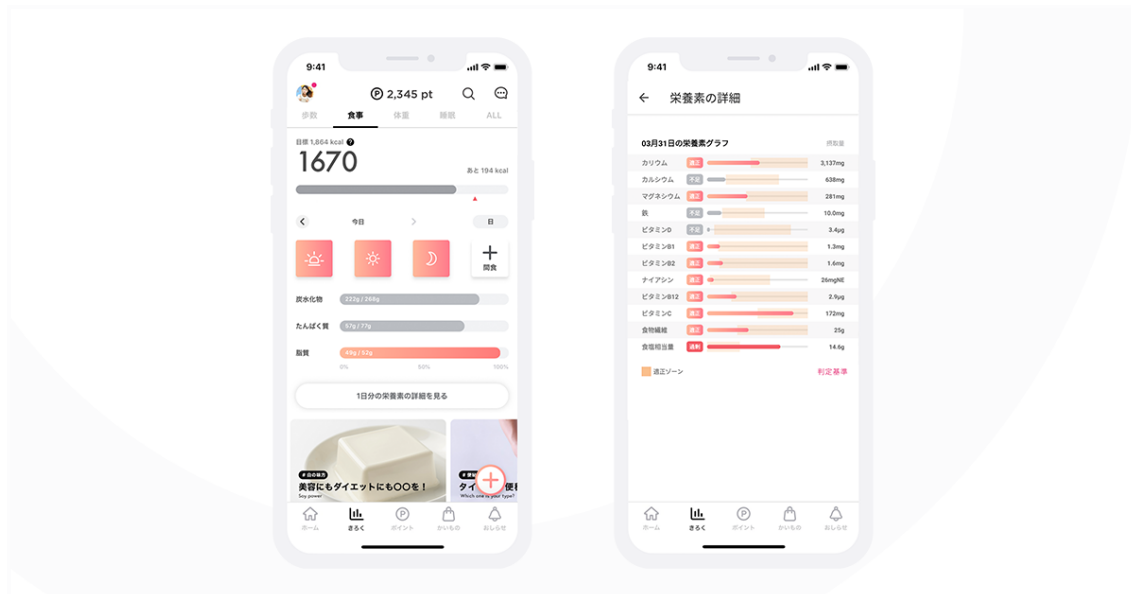
◆What Has Changed

1. Steps and Meal Logging on the Home Screen



With the steps and meal logging dashboard at the top of the home screen, users can instantly check their approximate calories burned and calorie intake each day. Users can also easily see how many more points they can earn that day. This helps users track their lifestyle, earn points, and get great deals on health/beauty goods on the FiNC Mall.

2. Automatically Record 15 Key Nutrients with Meal Logging



The meal recording feature now automatically records 15 key nutrients^{*1} in addition to the 3 major nutrients, such as vitamins and dietary fiber. It also shows users their daily calories and nutrients, and whether their total daily intake of each nutrient is sufficient, insufficient, or excessive, with easy to understand graphs. After recording their meals, users can receive personalized advice about calories, nutrients, meal choices, and how to eat food from the AI FiNC-chan.

3. Over 400 Items on the Meal Image Recognition Feature



The meal image recognition feature, which uses AI and deep learning to recognize food and calculate the calories and nutrients, has been updated to include over 400 items. This will help many users effortlessly keep track of their meals.



In order to provide an app that customers want to continue using, FiNC will continue to prioritize customers and improve FiNC services in response to their feedback.

◆FiNC App Renewal Celebration & Stay Home Support Campaign



To celebrate the renewal of the FiNC app's home screen, a “Stay Home Support” campaign was launched on the official FiNC Twitter account and within the FiNC app from 04/21/2020 (Tuesday). In this campaign, users have the chance to win prizes useful for staying healthy at home, as well as FiNC points.

●Twitter Campaign

In this Twitter campaign, users will know right away if they have won one of the home training or probiotic drink prizes.

【Period】 3:00pm 04/21/2020 (Tuesday) ~ 6:00pm 04/24/2020 (Friday)

【How To Join】

Step 1: Please follow the official FiNC Twitter account “[@finc_japan](https://twitter.com/finc_japan)”.

Step 2: Once the official FiNC Twitter account posts about this campaign, please retweet the post.



【Prizes】

Prize A: Home Training Support Pack (x2)

This includes an MBX Massage Ball, a FiNC Yoga Mat, and an Eclear Sports handle training tube (soft).

Price B: Balanced Nutrition Support Pack (x10)

This includes a “Protective Probiotic” 100ml bottles (6 pack)

Price C: 500 FiNC Points (x200)

●In-App Campaign

In addition to the Twitter campaign, users who complete missions in the FiNC app can get up to 1000 FiNC points. FiNC points can be used in the wellness specialty shop “FiNC MALL”, with 1 FiNC point being equivalent to 1 yen.

【Period】 11:00am 04/21/2020 (Tuesday) ~ 11:59pm 05/06/2020 (Wednesday)

【How To Join】 Join from within the FiNC app. The FiNC app can be downloaded on the App Store or on Google Play.

【Prizes】 1000 FiNC Points

※ To participate in the Twitter campaign, please use a PC or download the official Twitter app.

※ If a retweet is deleted during the campaign period, the application will become invalid.

※ If someone is not following the official FiNC Twitter account, their application will be invalid.

※ Applications made on Twitter accounts that violate Twitter's Terms of Service (fake accounts, accounts used by others, multiple accounts used by the same person) will also be invalid.

The No.1 Healthcare/Fitness App FiNC

The FiNC app is a healthcare platform app equipped with a patented^{※2} AI personal trainer. FiNC recently reached 9 million downloads, with the concept of “one app for everybody”. FiNC is the No.1 healthcare/fitness app in regards to downloads in Japan^{※3}, is the No.1 on the App Store’s Sales Rankings^{※4}, and received the “Google Play Best Of 2018” award in the “Self-improvement Category”. FiNC has also acquired 60 AI-related patents in the healthcare area.



Users can earn points simply by downloading the app and walking with their smartphone to track their daily steps, as well as from tracking other areas of their lifestyle such as weight, sleep, and meals. These points can be used to purchase health/beauty products on the FiNC Mall. The FiNC app also has plenty of video content about exercising, stretching, yoga, and healthy recipes by famous athletes, trainers, and nutritionists, as well as over 200,000 items in its food database. With this information, the FiNC AI personal trainer can recommend the best nutritional and fitness programs to suit each users’ health goals and concerns. The FiNC app helps users have fun staying healthy, even when they might have given up by themselves.

※1 Carbohydrates, protein, fat, potassium, calcium, magnesium, iron, vitamin D, vitamin B1, vitamin B2, niacin, vitamin B12, vitamin C, dietary fiber, and salt equivalents.

※2 Patent #6075905, Patent #6360547, Patent #6486541, Patent #6429840, Patent #6010719, Patent #6362651, Patent #6069652.

※3 Total number of downloads in the Japan App Store/Google Play “Healthcare/Fitness” category for a year (January 2019 - December 2019), source: App Annie.

※4 Sales in the Japan App Store “Healthcare & Fitness” category for a year (December 2017 - November 2018), source: based on data from App Annie.



◆Downloading the FiNC App

The FiNC app is free to download.

Google Play: <https://play.google.com/store/apps/details?id=jp.co.fincapp&hl=ja>

App Store: <https://itunes.apple.com/jp/app/finc/id965626396?mt=8>

About FiNC Technologies Inc.

FiNC Technologies Inc. is a healthtech venture specializing in preventive healthcare and AI, with the mission “personalized AI for everyone’s wellness”. FiNC is a team of professionals in the health, life science, and technological fields, such as qualified nutritionists, physiotherapists, trainers, life science researchers (in nutrition, exercise, and psychology), data scientists, and engineers.

◆Company Name	FiNC Technologies Inc.
◆Headquarters	Shin-Yurakucho Building 5F, 1-12-1 Yurakucho, Chiyoda-ku, Tokyo
◆Founded	April 4, 2012
◆Representative	Representative Director & CEO Mitsunori Nanno
◆Employees	98 (as of 04/01/2020)

<FiNC Services>

- FiNC App: <https://finc.com/>
- FiNC Mall: <https://mall.finc.com/>
- FiNC Diet Coaching: <https://dietcoach.finc.com/>
- FiNC for BUSINESS: <https://corporate.finc.com/business/>
- FiNC Fit: <http://fincfit.com/>
- FiNC U: <https://u.finc.com/>

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