



**myca** foodphone

*Picture Yourself Healthy*





### For a new healthier you.

Because FoodPhone is so elegantly simple and fun, you will immediately begin to make permanent changes to your eating habits. All you have to do is use your camera phone to send pictures of what you eat.

We monitor what you eat and motivate you with personalized feedback. FoodPhone helps you to modify your eating habits and achieve your goals. We make healthy eating enjoyable – the way it's supposed to be!

### Picture Yourself Healthy

What makes our product unique is that you're not alone! Your personal FoodPhone nutrition advisor is there for you and sends you customized video feedback every two weeks! By referring to your Dashboard, Food Journal and Health Profile, you can easily keep track of your food intake and portion sizes and then measure your success.

1. Take pictures of your meals



2. Your Nutrition Advisor analyses them



3. You get personal feedback



### Here's how it works

- + Using your camera phone, take pictures of what you eat
- + Your nutrition advisor analyzes your food intake.
- + You get personalized video feedback.



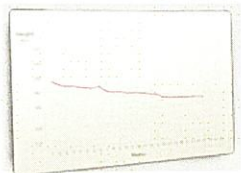
### Dashboard

+ These virtual dials let you know whether you're right on track or if you need to increase or decrease your daily intake of the major food groups.



### Food Journal

+ This is a visual "photo album" of every one of your meals and snacks with a place for additional information if needed. This is much easier than counting and writing down everything you eat.



### Health Profile

+ This is where you can record and track your biometric data: weight, BMI, blood pressure and exercise level.

NEW!

### COMMUNITY



- + Make new buddies and share your food journal with them.
- + Discuss on cooking, vegetarian eating, managing diabetes and other topics in the forum.
- + Get encouragement and the tips you need for improvement. By taking pictures of what you eat and sharing them with your buddies, you get motivated to make better food choices. In addition, through feedback and looking at other food journals, you can get the tips you need to improve your own diet.

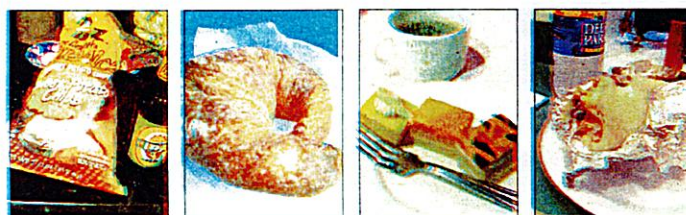


# HEALTH

TUESDAY, JUNE 7, 2005



## The Camera Phone Diet



PHOTOS BY ROB PEGORARO—THE WASHINGTON POST

**For two weeks, the author used a camera phone to record everything he ate and sent the images to a dietitian for feedback. Her advice: Can the soda, kill the croissant. Since you were about to ask: The last picture on the bottom row is a half-eaten burrito.**

By ROB PEGORARO  
Washington Post Staff Writer

For half of March, I engaged in a new ritual before each meal. I'd flip open a cell phone, turn on its camera and discreetly snap a picture. Then I'd e-mail it to a stranger.

I was testing a new dieting service called MyFoodPhone, which uses camera phones to document subscribers' intake, then e-mail the results to dietitians for analysis and advice. This service aims to avoid the hassle of jotting down what you ate, then conveying those records to a dietitian later on.

But my first thoughts weren't about saving paperwork, they were about my fear of getting caught. I worried that somebody would notice my clandestine culinary photojournalism, with the inevitably incredulous reaction, "Did you just . . . take a picture of your food?"

I need not have worried. Once I turned off the camera-shutter sound effect on the Sprint phone that MyFoodPhone loaned for the test, my picture-taking looked like any other form of wireless rudeness. As far as anybody could tell, I was just reading text messages or looking up baseball scores at

the dinner table.

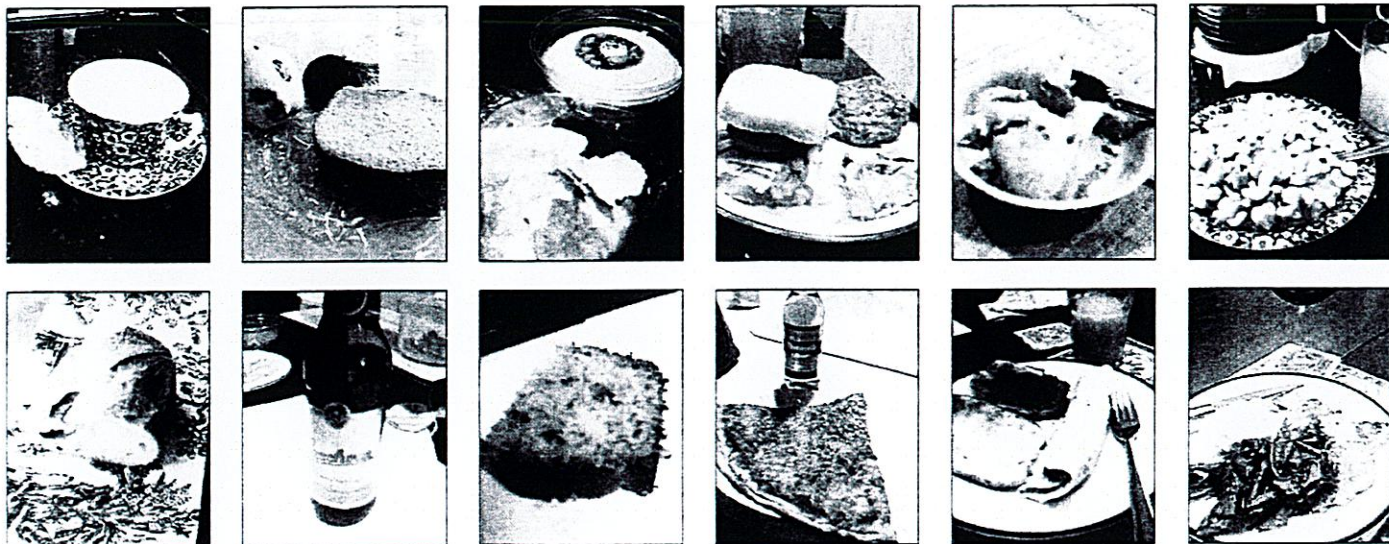
MyFoodPhone subscribers begin by answering a questionnaire at the Web site of the Quebec City-based firm, <https://www.myfoodphone.com>, which includes both questions anybody should be able to answer (weight, height, exercise habits) and others that assume you've had a recent physical exam (cholesterol and glucose levels).

The system then assigns the subscriber a dietitian, who will look at each photo and offer comments on a

See PICTURE, Page F4



# Dialing for Doughnuts: Your Nutritionist Wants Pictures



PHOTOS BY ROB PEGORARO — THE WASHINGTON POST

personalized page at the company's Web site on the nutritional value of the food as well as advice on improving overall diet.

Sending each picture was surprisingly simple: Select a photo, then send it to one of several of saved addresses: "ABreakfast," "ALunch," "AQuestion," "ASnacks" and "ASupper." ("ADessert" and "ADrink" seem major omissions.)

The biggest challenge in documenting my dining turned out to be taking photos that could be deciphered later on. The initial batch of comments from my dietitian exhibited a fair amount of confusion — a cup of tea drew the comment, "Is this tomato soup?"

You can add a voice memo or type out a brief description using the phone's keypad, but I usually avoided that extra effort and got on with eating.

Most of my digital photos, however, were readable, if sometimes amazingly unappetizing. (Here's a tip: Photograph a burrito before you've wolfed down half of it.)

The dietitian's comments, posted a day or two after I had uploaded photos, were brief but useful, and often surprising. I found out that my wife's breakfast cereal was healthier than I'd thought ("Good fiber in the frosted mini-wheats"), but the croissant I had on another day got a thumbs-down ("A whole wheat bagel or 2 slices of whole wheat toast would be a great alternative with less fat and more fiber").

I expected to be scolded for a steak dinner at a reception and an enormous slice of pizza at one lunch, but each got a reasoned thumbs-up: "Excellent portion of red meat" and "Cheese pizza is one of the better options for pizza."

On the other hand, my typical lunch — a sandwich I'll bring from home and a can of soda — was criticized for the sugar content in the beverage. My dietitian offered a simple suggestion, so obvious that I'd never thought of it before: Drink water instead.

The biggest weakness of this system was having to photograph every single meal. Some meals just defy photographic record-keeping. Capturing my food intake at a tapas place was a minor ordeal, and I didn't even try to photograph the samples I tasted at a cooking demonstration. I could log onto the site and type in descriptions of what I hadn't shot.

After the first week or so of use, my dietitian supplemented her comments with assessments of whether I was eating too much or too little in six categories, displayed in simple dial graphics. The verdict: too much fat, bread, cereal, rice and pasta; not enough milk, yogurt, cheese and fruit. A "Goals" heading offered such general recommendations as "Try to limit your soda intake to 1-2 per week" and "fruit is a great dessert!"

After two weeks, I'd actually made some changes to my diet, somewhat to my surprise: As sug-

gested, I started having water and fruit with lunch and realized that I didn't actually miss the usual dose of fizzy sugared water.

Perhaps more important, knowing that what I put on my plate would be scrutinized by somebody else had exerted its own deterrent effect. The camera may lie, but not as much as people can.

And that's the point of such a service, said Londa Sandon, an assistant professor at the University of Texas Southwestern Medical Center in Dallas.

"People also tend to greatly underestimate their portion sizes when writing things down and may intentionally or unintentionally forget to report that chocolate chip cookie in the middle of the day," wrote Sandon (also a spokeswoman for the American Dietetic Association) in an e-mail. "People also have difficulty with how they represent mixed dishes and the serving size of different ingredients in the dish."

While not familiar with the MyFoodPhone service, she said it sounded like much less effort than a traditional program where you write down what you eat. And while a picture alone might not always allow a dietitian to calculate a meal's calories, it would give "a much better idea of the portion size and what the meal contains," Sandon said.

Leslie Bonci, director of sports nutrition at the University of Pittsburgh Medical Center, backed up

Sandon's assessment. She called MyFoodPhone's \$99 monthly fee "a bargain" compared with in-person consultation by a dietitian — "The initial visit will cost more than that." (The \$99 fee does not include the \$10 to \$20 you'd likely pay under your wireless service plan to e-mail pictures of a month's meals. And, of course, you'd also have to provide your own camera phone.) Bonci serves as an adviser to a competing service called Nutrax ([www.nutrax.com](http://www.nutrax.com)), which is still in a test phase and offers some cheaper options than MyFoodPhone.

MyFoodPhone itself only launched its service in February, said Marc Onigman, its vice president of business development. The company has signed up 50 registered dietitians to act as advisers and has demonstrated its system to some health care providers and hospitals that Onigman said are considering offering it to members and patients.

Meanwhile, "about 100" people have subscribed, Onigman said. They have all stuck with the program so far — but the idea is for them to learn portion-control habits that will eliminate their need for the service entirely.

"It's a different approach, it's not really a diet in the conventional use," he said. "It's the throwaway line at the end of every story: Experts say that, you know, the best way to lose weight is to exercise more and eat less."

*Rob Pegoraro writes about personal technology for the Business section of The Post.*



computer adjusts the height and angle of the kite, the surface area of which can range from 760 to 5,000 square metres. When the wind blows too strongly, one end of the rectangular kite is released so that the kite flaps like a flag. A powerful winch retrieves the kite when necessary.

Regulators, as well as cost savings, could boost the technology. For while both Europe and America have strict regulations on vehicle pollution, ships have enjoyed something of a free ride. Moving one tonne of goods one kilometre by ship, for example, releases about 225 times as much sulphur as trucking the goods the same distance, according to the Secretariat on Acid Rain, a Swedish pressure group. Mario Dogliani, the head of research at RINA, an organisation based in Genoa that inspects and certifies ships, says European regulators are "really pushing" for tougher emission controls, backed up with stiff fines, for shipping. "We need to innovate," he says.

In May, the International Maritime Organisation's new rules on marine pollution took effect. They require many ships to switch to a low-sulphur fuel that costs 50% more than traditional (and highly polluting) fuel oil. And an increasing number of ports now offer discounts for ships with approval labels, called Green Passports, awarded by environmental groups. It all adds up to a favourable wind for SkySails. ■

## The doctor in your pocket

**Medical technology:** Nearly everyone in the developed world carries a mobile phone—so why not use it to deliver health care?

GARY KATZ is a repeat offender. A few years ago, a nutritionist helped him to reduce his blood-cholesterol level from a troubling 286 to a reasonable 177. But after his annual check-up in April, Mr Katz found that his cholesterol was once again too high. The businessman turned to the same nutritionist as before, but now he and his food adviser have a secret weapon: the mobile phone.

Through a new service called MyFoodPhone, Mr Katz uses the camera built into his phone to take a picture of every meal. This is far easier than writing everything down in a food log, which the 44-year-old New Yorker did the last time he was fighting high cholesterol. At the end of each week, his nutritionist e-mails him a dietary critique. "I was never one



for the whole food-log thing," says Mr Katz, who owns a floor-covering business. "Now I'm doing better at keeping track of what I eat. I always have my phone with me—it's like having a conscience hanging on your waist."

The notion of procuring health care via phone is not new: when doctors routinely made house calls, medical help was just a phone call away. "Most health-care services today are delivered inside medical premises," says José Lacal of MotoHealth, the health-telemetry project run by Motorola, the world's second-biggest mobile-phone manufacturer. "But with the mobile phone, you can take the services with you." HBS Consulting, a consultancy based in London, estimates that the global "telehealth" market—the use of telecommunications and information technology to deliver health care and related services—will grow to \$7.7 billion in 2006, up from \$3.2 billion in 2003.

So far, most mobile telehealth services, such as MyFoodPhone, simply use ordinary mobile phones to collect and transmit data. The next stage is to add specific medical sensors, which can even be incorporated directly into the handset. For example, LG, a South Korean handset-maker, started selling a phone with a built-in blood-glucose meter, for use by diabetics, in its home market last year. It can transmit blood-glucose readings to a doctor, parent or desktop computer for further analysis. Healthpia America, based in Newark, New Jersey, plans to launch the phone in America in January.

Motorola and Partners Telemedicine (a division of Partners HealthCare, a group of hospitals and health-care providers in Boston) have been testing devices that can transmit a patient's weight, blood pressure and other data. Weighing

scales and blood-pressure monitors communicate via Bluetooth (a short-range radio technology) with the mobile phone, which then sends the data to the doctor. Clinical trials are under way in Barcelona and Boston, says Mr Lacal, with potential commercialisation as early as next year.

In Britain, a joint-venture between the Institute of Biomedical Engineering at Imperial College London, Toumaz Technology and Oracle, the world's second-largest software firm, has devised a "pervasive monitoring system" that will enter trials in 2006. A small sensor, attached using a sticking plaster, monitors the patient's heartbeat and detects irregularities. The resulting electrocardiogram data is sent wirelessly to a nearby mobile phone, which then transmits it to a monitoring centre, or directly to a doctor.

Mobile telehealth need not be so elaborate, however. SIMpill, a South African firm, makes a small device that clips on to a medication bottle and sends a text message to a central computer whenever the cap is removed. If no message arrives, the central computer sends a text-message reminder to the patient, or to a family member or carer. The system is now used by more than 2,000 people and can dramatically improve compliance, says SIMpill's founder, David Green. It has just been launched in America.

Many observers expect mobile telehealth to take off in mobile-loving South Korea and Japan, but to lag behind in America, where consumers are more likely to raise privacy concerns. But Donald Jones, head of mobile health care at Qualcomm, a wireless-technology firm based in San Diego, notes that phones' built-in security features make them far more secure than PCs.

Besides, the need for tools to improve the management of chronic health conditions cannot be overstated. According to America's Centres for Disease Control and Prevention, more than 90m Americans have a chronic illness, and they account for over 75% of the nation's \$1.4 trillion annual spending on health care. So the mobile phone could be a useful tool to combat both chronic disease and runaway medical costs. Joseph Kvedar of Partners Telemedicine, who is also a professor at the Harvard Medical School, suggests that insurance companies might, for example, offer free phone minutes to customers who go for a walk every day. Their compliance would be monitored by a pedometer built into the handset.

Mobile phones' impact on health care could be even greater in the developing world, where mobiles far outnumber PCs. "For most of the world," says Mr Jones, "this is the only computer they are ever going to own. It's on the internet. And they carry it everywhere." Get ready for the doctor in your pocket. ■



# PERSONAL JOURNAL.

[[ THE WALL STREET JOURNAL. ]]



## *Wireless, Diet Services Join To Deliver Nutrition Advice; Calling for Calorie Counts*

By **SARMAD ALI**

**F**OR YEARS, Melissa Reiter has been trying in vain to drop 10 pounds. She works out regularly, lifts weights and practices yoga. Now she has found a new activity that she hopes will boost her chances of success: working her mobile phone.

Two weeks ago, she signed up for Nutrax, a free online diet service that lets her use a camera phone to snap pictures of her meals, send them to an online account, and receive a summary of her meal's calorie intake, its carbohydrate, fat, and nutritional content, and her progress toward her diet goals. "The helpful thing is that you can immediately see the results of the decisions you make," says Ms. Reiter, a 37-year-old accountant in Chicago.

Increasingly, diet and nutrition services are going mobile, as they team up with cellphone carriers and digital-device makers to provide instant, on-the-go diet information and assistance. Their offerings range from tools such as carb and calorie counters to personal advice from dietitians. The services, now offered by U.S. cellphone carriers including Cingular Wireless, Verizon Wireless and Sprint Nextel Corp., incorporate some of the most popular diet plans, including those from Atkins, Weight Watchers International and the South Beach Diet. At the same time, a growing number of diet companies offer software and services that can be accessed by any cellphone or personal digital assistant.

But as with most diet trends, it remains to be seen whether the diet-to-go concept will represent much of a leap forward for dieters. Most cellphone and diet companies won't say how many people are using such services. Dietitians say cellular diet applications have the potential to work, but there are significant limitations: Sending a snapshot of a meal over the phone to a nutritionist, for instance, doesn't provide precise information on serving size, ingredients (butter? olive oil?) or method of preparation.

"It's good for keeping on track, getting feedback, but not necessarily for getting a healthy diet," said Christine Gerbstadt, a spokeswoman for the American Dietetic Association, which represents food and nutrition professionals. She added that such programs aren't a substitute for the personal guidance of a diet counselor, and users of diet applications on cellphones should have basic knowledge of what they are doing before they start out.

For cellphone companies, incorporating diet applications into their devices is part of a strategy to attract more customers by offering multipurpose devices that go far beyond making phone calls. For dietitians and nutritionists, making these diet plans available on cellphones and other devices means larger sales of their products.

Some of the latest products give users a general picture of their health. Nokia Research Centre, a division of Nokia Corp., is working with VTT Technical Research Centre of Finland and the University of Tampere to launch WellnessDiary, a free fitness-software application for its S60 PDAs, next month. When users enter their weight and other health-related variables such as diet details, they will be able to get on-screen feedback, including graphs showing their weight history. The S60 phones such as the

*Please Turn to Page D2, Column 2*



# PERSONAL JOURNAL.

[[ THE WALL STREET JOURNAL. ]]

## Getting Diet Advice From a Cellphone

*Continued From Page D1*

Nokia N91 are sold in the U.S.

But most companies focus on helping dieters crunch food and nutrition data on the spot, a process that has long been cumbersome. In May, Sprint Nextel and Quebec-based MyFoodPhone Nutrition Inc. launched a service called MyFoodPhone, which enables users to snap pictures of their meals and send them to a nutritional adviser for review. In return, they get one-minute diet and nutrition video clips, some of which are personalized to address eating habits, sent bi-weekly to their devices. The service costs \$9.99 a month.

Cingular, in conjunction with diet-software provider Digital Chocolate Inc. of San Mateo, Calif., provides Atkins2Go, a weight-management application, on 21 devices. The software, which costs \$9.99 to download, allows users to find out the carbohydrate counts of various foods, log the portions eaten along with the carb counts and track weight loss over time. Cingular is a joint venture of AT&T Inc. and BellSouth Corp.

Meanwhile, Verizon Wireless, a joint venture of Verizon Communications Inc. and Vodafone Group PLC, is providing through its Get It Now service two diet services, the SkynetMD Diet Fitness Diary and the Diet TinyAssist applications. Both services are meant to provide Verizon cellular users with calorie, fat and protein counters, as well as other information. The Diet Fitness Diary costs \$1.99 a month and the Diet TinyAssist application, which offers more-personalized diet tools, costs \$2.99 a month.

T-Mobile doesn't offer its own diet service, but users can access Web-based services over its devices.

The mobile movement extends beyond cellphone carriers. Palm Inc. introduced four applications last year: Atkins Carb Counter, Keyoe Diet & Exercise Assistant V6.0, Weight Watchers' On-the-Go and the South Beach Diet OnHand, a software version of The South Beach Diet for Palm devices and PDAs running Palm OS 3.5 or higher.

There are a growing number of services not affiliated with major companies to choose from as well. All the services can be accessed by cellphone or PDA via the

### Diets to Go

Here are some of the diet and nutrition services offered by major U.S. cellphone carriers.

CELLPHONE CARRIER	APPLICATION	PRICE	COMMENT
<b>Cingular Wireless</b>	Atkins2Go	\$9.99 unlimited use	Lets users find out carbohydrate counts of various foods on their phones, log the portions eaten along with the carb counts, and track weight loss over time.
<b>Sprint Nextel Corp.</b>	MyFoodPhone	\$9.99 a month	Lets users snap pictures of meals with their camera phones and send them to a nutritional adviser for review. In return, they get one-minute biweekly diet and nutrition video clips on their eating habits sent to their devices.
<b>Verizon Wireless</b>	SkynetMD Diet Fitness Diary	\$1.99 a month	Provides calorie, fat and protein counters that cover over 500 food items; a "burn meter" containing over 40 exercises; and a body mass index tool. Tracks users' diet and fitness entries every three days, creates graphics, and sends them to users' emails.
	Diet TinyAssist	\$2.99 a month or \$4.49 unlimited use	Provides a tool to track calories, fats and other info. Users can open a personal folder and use info in Verizon's food database to precisely track their intake.

Source: The companies.

Web. Software maker Handango Inc., based in Hurst, Texas, sells diet applications designed for cellphones and PDAs online that users can download from its Web site, handango.com, onto their phones. The company provides a number of applications, including Diet & Exercise Assistant, which manages users' daily nutrition, exercise and health, and MyPersonalDiet, which help users look after their weight by defining and tracking their diet and nutrients.

Meanwhile, Boston-based Nutrax Inc., the diet-consulting service Ms. Reiter uses, bypasses the carriers altogether. Users of any Web-enabled cellphone or PDA can sign up on its Web site, nutrax.com, to create accounts, take pictures of their food and send them in to their accounts for analysis. The service can be used for free, or users can register for an \$8.95-a-week service, which includes advice from a professional dietitian.

Other cellphone diet aids include downloadable diet applications from Web sites like dietorganizer.com, which works on cellphones, BlackBerrys and PDAs. Users

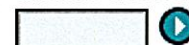
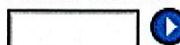
pay a one-time fee for downloading the software.

Integrating diet and health-related services into cellphones and PDAs is taking off in other parts of the world as well. In the United Kingdom, for example, Nutratech Ltd., a weight-management service that started online, launched a stand-alone mobile version in January. And a British phone service called Hutchison 3G UK Ltd. brought Atkins2Go to cellphones last year. In Japan, there are 12 diet-related services available on NTT DoCoMo Inc.'s i-mode, one of Japan's most popular phone systems.

Ms. Reiter of Chicago says she opted for the Nutrax service instead of a clinical dietitian because it is free and immediate. And while a dietitian might ask her to keep a food journal, she thinks that taking pictures will create a better account of her diet.

"It's fine to have a half-cup of ice cream, but it's a different story if you're having the entire pint," she said. "Just writing down in your food journal that you had ice cream really doesn't tell the whole story."





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## GADGETS

## A Week With MyFoodPhone

Our Reporter Snaps Photos of Meals,  
Gets Online Feedback from Dietitian

By SARA SCHAEFER MUÑOZ  
Staff Reporter of THE WALL STREET JOURNAL  
May 12, 2005

I'm usually skeptical of weight-loss programs. While I wouldn't mind shaving off a few pounds and eating more healthfully, I generally know what my shortcomings are -- I don't need an expert to tell me I should lay off the Krispy Kremes, for example.



Sara Schaefer  
Muñoz

Nevertheless, I recently did a week-long trial of MyFoodPhone, a diet service that has clients take pictures of what they eat and send them to a Web site where dietitians scrutinize users' eating habits and try to guide their clients toward optimal nutrition. The service isn't cheap. It normally costs \$149 a month (for a limited time, the company has reduced the monthly fee to \$99). I wanted to see if it would help me trim junk food and eat balanced meals.

Once I signed up for the service, I logged onto the [site](#), typed in my username and password, and filled out my profile. I already had a message from my registered dietitian, Amanda Gwinnup Carlson, a healthy looking blonde, welcoming me to MyFoodPhone. The service requires a camera-equipped cellphone, which I got to borrow as a reporter testing the product. Marc Onigman, a MyFoodPhone spokesman, says would-be customers must have a phone with photo-taking capabilities. ([Read](#) about other new diet services.)

I kicked off my week by taking a picture of Tuesday's lunch at Quiznos Sub: a turkey sandwich with guacamole and bacon on whole grain bread and a bottle of water, a lunch that my dietitian later called "great."

The system is very easy. Just pull out the camera phone, shoot the picture, hit a couple of buttons, and the picture is on its way. It appears a few hours later on your own private "food journal" within the Web site. For meals in which the content isn't obvious -- such as a soup or a sandwich -- I took a video of my plate and explained over the phone what it was I was about to eat. The video is sent and posted exactly the same way, though sitting down alone in a restaurant and announcing into my phone, "This is a sandwich of cheese, salami and peppers," drew some odd looks from people at a table nearby.

One drawback is that taking pictures of your food when dining in a

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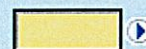
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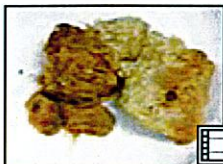


## WHAT SARA ATE

Here's a sampling of the pictures and videos Sara took of her meals and snacks, along with excerpts from comments she received from a MyFoodPhone dietitian.



Orange and granola bar  
**Comment: "Great source of Vitamin C and whole grains. Perfect snack."**



Steak, rice, salad and artichokes  
**Comment: "Your portions here are excellent!"**

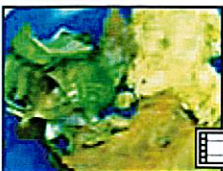
[SEE VIDEO](#)



Quiznos turkey and guacamole sub with chips and water  
**Comment: "Great lean protein choice and healthy fat in the guac."**



Cheese fondue and baguette  
**Comment: "Good to see you getting some calcium."**



Chicken, rice and salad  
**Comment: "Great way to include the veggies and the protein!!!"**

[SEE VIDEO](#)

## DIETITIAN'S OVERVIEW



[SEE MESSAGE](#)

One of the weekly video messages from Sara's dietitian.

group naturally invites questions, which makes the system impractical for people who would prefer to keep their weight-loss goals to themselves. Another hitch is that shared meals make portion sizes difficult to accurately record. When I snapped a picture of a cut-up baguette before my husband and I dove into a pot of cheese fondue, I wasn't sure how much of it I was going to eat. Once I had eaten my portion, well, I couldn't take a picture of it. However, users can always go to

the site and type in explanatory notes below their pictures, or post a meal that includes no picture at all. I did that once when I didn't have my phone during a breakfast of a bagel and a muffin (and was secretly relieved my dietitian didn't see the size of that muffin).

As the week wore on, it became clear that the training manual for the nutritionist must have



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been heavy on a single message: Be Positive! Though I posted coffee cake, hot chocolate, half a container of chocolate covered espresso beans, and after one dinner, a cup of ice cream and a chocolate mini-cake, she didn't utter a word of criticism. After the sizable pot of fondue and the half of a baguette, the feedback was simply "Good to see you getting some calcium."

The suggestions she did make, however, were helpful. She mentioned that because I am still breastfeeding my baby I should be getting more protein, which made me more likely to reach for low-fat yogurt or nuts as a snack. She also pointed out that I should eat more frequently – every two-and-a-half to three hours – instead of going long stretches without food, a habit of mine.

Dietitians will give users feedback once a week at the minimum, and will respond to emailed questions by users within 36 hours, says Mr. Onigman. When I had trouble saving food descriptions I had typed in, my dietitian immediately contacted technical support and the problem was resolved in a day.

After about a week, dietitians give users a visual depiction of their eating habits through "dashboard dials," which resemble speedometers for different food groups. My fruit "speedometer" sent a simple message at a glance: Eat More -- something easy to remember that I try to do when price and convenience permit.

MyFoodPhone is more convenient than a traditional food journal, assuming the user keeps her cellphone with her and charged, and has access to the Internet. And being able to ask specific questions of a "personal" dietitian without the hassle of in-person meetings is a nice touch. But keeping a good food journal and having a dietitian are only parts of a successful diet. The site doesn't offer recipes and has only a limited emphasis on exercise, and as with traditional food journals, the user can always cheat.

MyFoodPhone is a good bet if you are generally diligent about watching what you eat and just want encouragement, but probably won't help those who have trouble sticking with diets. Perhaps the greatest benefit of the device dawned on me when I found myself forgoing a weird but favorite snack of hot chocolate mix right from the bag. When you know someone will be seeing everything you eat, it definitely makes you think twice about what you put in your mouth.

**Write to** Sara Schaefer Muñoz at [sara.schaefer@wsj.com](mailto:sara.schaefer@wsj.com)



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## GADGETS

New Gadgets Aim to Help  
Users Watch Their Weight

By VAUHINI VARA  
THE WALL STREET JOURNAL ONLINE  
May 12, 2005

(See Corrections & Amplifications item below.)

Myra Slepoy doesn't go out to dinner without her PDA.

The 44-year-old real estate agent has followed the Weight Watchers diet program for more than 15 years. Until recently, that meant hauling around a notebook and keeping a written diary of everything she ate -- a "laborious" process, she says. But late last year, Ms. Slepoy began using a new Weight Watchers service to track her eating habits on her Palm hand-held computer.

"Who wants to pull out a Weight Watchers book? It's the size of a textbook," she says. Now, when she goes out to eat with her friends, she uses the device to figure out, say, whether to order an appetizer or glass of wine with dinner. The gadget has nutritional information on thousands of items and keeps a tally of what she's already eaten that day. She says it has been much easier to maintain her target weight since ditching the paper journal.

## PUTTING IT TO THE TEST



Reporter Sara Schaefer Muñoz spent a week using the MyFoodPhone service. [Read her account.](#)

In recent months, several services have sprung up that let people use their cellphones or other

gadgets to design workout schedules, decide which menu items at a restaurant are compatible with their diets, and even use their camera-equipped cellphones to send snapshots of their meals to a dietitian for review.

The companies behind the services are eager to attract business in a growing, but competitive, market. About 71 million people in the U.S. dieted in 2004, and the weight-loss industry took in revenue of \$46.3 billion -- up 6.1% from 2003 and 16% from 2002, according to Tampa, Fla., research firm Marketdata Enterprises Inc.

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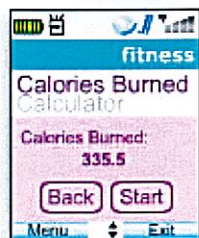
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Fitness companies hope to use the high-tech services to satisfy customers who don't want to carry around journals to track their exercise or diet goals -- a traditional way of keeping tabs on fitness. They hope the tools will help people keep closer track of their goals while on the go: It's easy to forget a notebook at home, but people are almost certain to have their cellphone with them.

### Photographing Your Lunch

One of the most unusual services is called MyFoodPhone, from Quebec City-based NATS Inc. Customers use any camera-equipped cellphones to send snapshots of their meals to a Web site and receive advice from a registered dietitian on how to modify eating habits to reach weight or health goals. The service isn't cheap: a monthly subscription normally costs \$149 (the site is offering a limited-time promotion for \$99 a month), and that doesn't include the phone. (**Read a first-hand account** of using MyFoodPhone.)



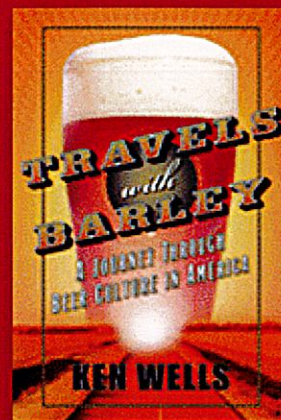
From top to bottom: The Weight Watchers On-The-Go program lets people use their Palm hand-held devices to keep track of how much they've eaten; the Nokia 5140 includes a virtual "fitness coach" that helps users train for a marathon; and the NEC Fitness Phone comes with calculators that compute how many calories have been burned.

The company says the service can help keep dieters honest. With a traditional food journal, people with the best of intentions can underestimate portion sizes -- something a dietitian can correct when looking at a photo of, say, a steak that takes up the whole plate. "This is a way to take a registered dietitian with you to every meal," Marc Onigman, vice president of business development at NATS, a two-year-old company that develops software for monitoring health through mobile devices. He says about 150 people have signed up for the MyFoodPhone service since its launch in February.

Meanwhile, Hudson, Mass.-based Skyscape Inc., which sells software that lets doctors and nurses download medical references to their PDAs, is aiming at dieters with a \$19.95-a-year service called the South Beach Diet OnHand, developed in conjunction with Waterfront Media Inc., the company that

handles electronic publishing for the South Beach Diet empire.

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After downloading Skyscape's software to their hand-held device or cellphone, users can look up diet-appropriate recipes by searching for an ingredient while they're in the grocery store, or find out what to order in a restaurant. While mulling what to order from a Chinese menu, for example, a user can pull up a restaurant guide that offers this diet advice: Avoid lo mein, Peking duck and anything with added cornstarch, and instead try an egg drop soup or a plate of steamed vegetables.

The PDA-based service from WeightWatchers.com, called Weight Watchers On-The-Go, is free for people who attend meetings and pay a \$12.95 monthly subscription to the Web site, which contains diet information. Those who don't attend meetings pay \$21.95 a month for access to the site and the On-The-Go service. It costs \$10.95 to \$14.95 a week to attend regular Weight Watchers meetings, based on location. (WeightWatchers.com Inc. is a privately held affiliate of [Weight Watchers International Inc.](#))

## Fitness Phones

Several cellphone makers are also getting into the act, taking aim at health and fitness enthusiasts as they seek to boost slowing sales growth of mobile phones.

When Scott Brown, a 36-year-old in Murrieta, Calif., started training for the Los Angeles Marathon in March, he used a "virtual fitness coach" feature on Nokia Corp.'s 5140 phone to help him plan his workout schedule over several weeks. The tool asked him to input information about himself and his fitness goals. When he typed in that he planned to run a marathon in five months, the phone returned a day-by-day training schedule. Each day, Mr. Brown checked his phone before heading out for his workout, and soon, his two training partners became dependent on it, too. "They'd say, 'Okay, Scott, what are we doing today?'" recalls Mr. Brown, who won the phone in a contest sponsored by Nokia.

The phone, which Nokia started selling in the U.S. in January, also comes with an on-screen compass and a flashlight. The latter rarely comes in handy during workouts, Mr. Brown says -- but he often turns it on when he drops his keys in the car.

Another phone introduced in December by Tokyo-based NEC Corp. shows animated figures demonstrating workout routines and has calculators that can compute figures like target heart rate and nutritional needs based on information the user enters using the phone's keypad. Both the Nokia and NEC phones sell for about \$250.

A few companies are waiting it out before introducing fitness phones in the U.S. In Korea, phones from Samsung Electronics Co. Ltd. and LG Electronics Inc. let users measure things like body fat by touching their finger to a sensor and also link up users with health-care counselors. (Spokeswomen for the companies say there are no immediate plans to launch versions of those phones in the U.S.)

## High-Tech Workouts

The new services are part of a growing use of technology in fitness, says Brooke MacInnis, a spokeswoman for the International Health, Racquet & Sportsclub Association, a trade group for health clubs. "People not only desire technology, they come to expect it," she says.

In a recent study at the Stanford Prevention Research Center at the Stanford University School of Medicine, researchers gave hand-held devices to 20 people aged 50 years old and up to help track their fitness goals. At the end of an eight-week period, the group had increased the amount of time spent on "brisk walking" sevenfold -- more than twice the growth seen in a control group that was given pamphlets with health and fitness information instead of the gadgets.

"We and our colleagues really are beginning to appreciate the advantages of these sorts of technology," says Abby C. King, a professor at the medical school. "People carry them around on a daily basis. It becomes a very simple, mindless way of tracking what they're doing, and that's what people like." (The devices were designed by the researchers, and aren't available to the public.)



But some nutrition experts warn that users shouldn't rely too much on gadgetry to stay in shape. The success of a diet or workout regimen depends on the individual, not the technology, says Susan Kleiner, a nutritionist in Mercer Island, Wash. "It doesn't matter what kind of fancy gadget you've got to tell you how to exercise," she says. "You still have to go out and exercise. In the end, the onus is on you."

Ms. Kleiner has a decidedly low-tech approach to fitness: She hands out sheets of paper with icons representing various food groups. When a client eats a piece of fruit for breakfast, he uses a pen to scratch out an icon shaped like an apple. "It's pretty simplistic," she says. "But it works."

-- Sara Schaefer Muñoz contributed to this article.

Write to Vauhini Vara at [vauhini.vara@wsj.com](mailto:vauhini.vara@wsj.com)

**Corrections & Amplifications:** The weight-loss industry took in revenue of \$46.3 billion in 2004 -- up 16% from 2002, according to Marketdata Enterprises Inc. An earlier version of this article incorrectly said the growth was 24%.



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# SHAPE

nutrition

## high-tech WEIGHT LOSS

**Shape puts the latest electronic tools to the test to see if they can help you drop pounds.** By Bethany Gumper

Savvy dieters know that tracking what they eat is the key to their weight-loss success. "Keeping a food journal increases your awareness of what you're putting in your mouth," says Cleveland-based American Dietetic Association spokeswoman Cindy Moore, M.S., R.D. But these days, few of us still use spiral-bound notebooks.

Now, a slew of high-tech handheld devices use bytes to help you track your bites. In an effort to lose a few extra pounds, boost my diet's nutrition and curb my junk-food addictions, I road-tested three different programs on three separate devices for two weeks each: a cell phone to create a video clip of my meals, which I sent to a nutritionist; a Palm Pilot to aid me in following Weight Watchers' Points system; and a BlackBerry that calculated how many daily calories I needed for weight loss.



A cell phone with a camera allows you to easily track what you eat.

These gadgets definitely work – I shed an average of a pound a week using each one and was able to retool my diet to include more whole grains, fruits and veggies and less processed foods and sweets. To learn how I did it and see if taking your diet high-tech is right for you, read on.

### MyFoodPhone

**How it works** Before meals, you grab your phone and snap a brief video clip or picture of your food, then press "send" to transmit it to a registered dietitian assigned to you by MyFoodPhone. At least once a week, you log on to *myfoodphone.com* to get video feedback from your R.D. and view your progress.

**In the real world** There's no deterrent to unhealthy eating like being forced to show a weight-loss expert everything you consume. Tempe, Ariz.-based nutritionist Amanda Carlson, M.S., R.D., observed my typical habits for a few days. During the week, I usually have oatmeal and coffee loaded with cream and sugar for breakfast, a sandwich or salad with soda for lunch, an afternoon chocolate fix of a cookie or a few Hershey's Kisses, followed by pasta or chicken and veggies for dinner, with an ice-cream bar

**Knowing that an R.D. will actually see what you eat makes you choosy.**

for dessert. On the weekend, I'm much worse: Happy hours and dinners out with friends or my boyfriend mean wine and high-fat, high-calorie fare. Carlson's daily dietary Rx: Get in five or six mini-meals (300 calories each) to keep my energy up and stop afternoon snack attacks, consume three servings of dairy or take calcium supplements (1,000 milligrams) to help prevent osteoporosis, drink eight glasses of water and include fruits and veggies with each meal.

Initially, I was daunted by her to-do list, but it was surprisingly easy to follow. I stuck to oatmeal for breakfast but packed healthy snacks to eat throughout the day – apples with peanut butter, cottage cheese, carrot sticks, turkey sandwiches and string cheese. ➤



Although snapping my food at restaurants was embarrassing, it worked! At happy hour, a co-worker offered me greasy chicken strips. I was tempted but didn't want to photograph it, so I ordered a plain baked potato and salad instead.

### Weight Watchers On-the-Go

**How it works** This sidekick to Weight Watchers Online lets you follow the Flex Plan (you track foods' "Points") or the no-counting Core Plan (you eat only from a list of approved foods) without attending a single meeting. You download the Weight Watchers On-the-Go application from [weightwatchers.com](http://weightwatchers.com) (using a PC with Windows 98 or newer) to a handheld device via the USB HotSync cable that comes with your handheld. Your PDA must run the Palm operating system version 3.5 or higher (this includes Palm, Handspring, Sony and Dell models, but not the popular BlackBerry). Then, scroll through a database of 27,000-plus foods and track how many points you've consumed or select the foods you've eaten from a Core-friendly list. Synchronizing the data between your PDA and your account on [weightwatchers.com](http://weightwatchers.com) is easy — you just make sure the HotSync

.com offers motivation and inspiration: meal ideas, 38 message boards and a database of 1,000 recipes.

An added benefit of Weight Watchers On-the-Go: My workout incentive skyrocketed. Once I learned that I could earn Activity Points for my workouts and swap them for Food Points, I'd find myself on the treadmill thinking, "Just run for five more minutes! Forty-five minutes equals five points, which equals one Starbucks Grande nonfat Caffè Mocha!"

### 2Thumbz Calorie Counter

**How it works** Register your Java-enabled cell phone (most new phones support Java applications) for a Calorie Counter account at [unc.2thumbz.com](http://unc.2thumbz.com), and wait for the prompt to download the application to your phone. Enter your height and weight, and it will determine how many calories you need daily to meet a weight-loss goal by a set date. Track your food intake by selecting foods and beverages from a 500-item database; then upload your data from your phone to the website using the Calorie Counter software (no cables or special accessories necessary, and your computer can be a Mac or a PC — it just needs to have a web browser). On the website, see how your diet stacks

fect: between 1,700 and 1,750 calories a day. But my daily nutrient intake was a far cry from the USDA Dietary Guidelines: There were only 10 grams of fiber in my diet (the recommended is 25), and my sodium was through the roof at 3,500 milligrams (the recommended is 2,300). So I added berries to my oatmeal, packed whole-grain sandwiches for lunch, ate low-sodium legumes with dinner and cut back on processed foods. When I checked the website a week later, my diet was back on track.

## These gadgets definitely work! Our tester achieved a 1-pound-per-week weight loss with each one.

cable is connected to your handheld and your PC and push the "HotSync" button on your PDA.

**In the real world** I chose the Flex Plan. Based on my height and weight, Weight Watchers granted me 20 daily points (along with a 35-point allowance to spread out during the week). I soon learned that 20 points don't go very far. One instant-oatmeal packet for breakfast and poof! Three points gone. A cup of fat-free cottage cheese and a banana for lunch cost me five, and a Weight Watchers frozen dinner and a salad with ranch dressing knocked down eight more. My remaining four points left little room for lattes, treats or even healthy snacks like an apple.

Logging my points on the Palm wasn't as embarrassing, but it was harder to stay on track without a dietitian checking up on me. But that's not to say I was on my own. [Weightwatchers](http://Weightwatchers.com)

up to the U.S. Department of Agriculture (USDA) Dietary Guidelines.

**In the real world** Need to drop 20 pounds by Thanksgiving? This tool is for you! When I set a goal of 2 pounds in two weeks, the Calorie Counter told me that, with moderate exercise three to five days a week, I needed to consume no more than 1,718 calories per day. Since I was already used to eating smaller portions from my experience with MyFoodPhone and Weight Watchers, this was no problem.

I ran the Calorie Counter on a BlackBerry, but you don't need a PDA; it will run on any handheld device that supports Java text. It was easy to enter the foods and watch my calories. This program put me in control; with no nutritionist checking up on me, and no message boards offering encouragement, I had to make sure I kept myself on track.

When I logged on to the website on day three, my calorie charts were per-

## the skinny on weight-loss gadgets

### MyFoodPhone

**Price** \$99 per month (includes weekly feedback from a nutritionist and access to subscription-only areas of [myfoodphone.com](http://myfoodphone.com); doesn't include phone or cell-phone service)

**Works on** Any camera- or video-enabled cell phone and all major U.S. cell-service carriers

**Best for** The lazy dieter who has trouble committing to a healthy lifestyle

**Info** [myfoodphone.com](http://myfoodphone.com)



### Weight Watchers On-the-Go

**Price** \$30 sign-up fee, plus \$17 per month for Weight Watchers Online and \$5 per month for Weight Watchers On-the-Go (doesn't include the PDA)

**Works on** Any PDA that runs the Palm operating system, version 3.5 or higher; devices from Palm, Handspring, Sony and Dell will work, but not the BlackBerry or Treo

**Best for** The structure-loving dieter who wants a virtual support group

**Info** (800) 651-6000, [weightwatchers.com/pda](http://weightwatchers.com/pda)



### 2Thumbz Calorie Counter

**Price** \$5 flat fee — plus \$2 per month (or \$20 per year) to store data on the website (not including cell phone/PDA)

**Works on** Any device that supports Java applications; will work on newer cell phones and PDAs like BlackBerry

**Best for** The self-sufficient dieter on a deadline

**Info** [unc.2thumbz.com](http://unc.2thumbz.com)





## Need diet advice? Call your nutrition coach

Cellphone users can e-mail photos of meals to nutritionists who monitor eating habits. 'Today' food editor Phil Lempert looks at this new service

By Phil Lempert

"Today" Food Editor

Updated: 11:46 a.m. ET July 27, 2006

Jennifer Aniston uses the Zone. Kirstie Alley prefers Jenny Craig. Chuck Norris likes the Total Gym. And Bill and Hilary Clinton? The South Beach Diet. From special foods to complicated workout regimens, celebrities, and civilians alike, are constantly on the hunt for the best food solutions to their healthy eating needs. Now, thanks to a program that fuses technology with nutrition, the search is over.

MyFoodPhone is a service that replaces the typical food journal with a camera phone. The world's first system to link individuals with their own nutritional coaches, MyFoodPhone is designed to help customers make healthier choices through the tracking of their daily food intake — combined with customized advice. The program was launched in May on Sprint, but other carriers are set to offer the feature within the next few months.

The concept is simple: customers take pictures of the food they eat during meals or snacks, and e-mail those pictures to the MyFoodPhone Web site. A nutritional advisor then provides biweekly feedback (that is videotaped and accompanied by other relevant health videos) based on the client's eating habits. Advisors are not nutritionists, but they are trained by registered dieticians to identify food and give nutritional counseling. There are no complex rules to follow, foods to avoid or specific vitamins and nutrients to add up. All a customer has to do is take a picture and punch in some specifics about his meal on his [www.myfoodphone.com](http://www.myfoodphone.com) homepage.

The program also teaches users how to measure their food portions more accurately than they may have done in the past. This is an attempt to give users a grasp on what they are actually eating, says Marc Onigman, a spokesman for MyFoodPhone, who is hopeful that this type of knowledge will encourage honest reporting. After all, the act of taking pictures does not burn fat by itself, even though it engages users in a visual quantitative way. Clients who really want to change need to eat healthier and exercise.

"The most powerful thing I've found is that it really puts the work on the user. You could eat a pizza and take a picture of a salad and no one will know except you. The advisors are there to provide encouragement and suggestions, but in the end it's up to you to make the necessary adjustments," he says. "The way we eat is mindless. We're trying to make it more mindful."

Because cell phones are always with us these days, they provide a unique opportunity for shoppers, food brands, supermarkets and ... point-of-sale coupons.



Many younger shoppers are discarding those things that are inaccessible online or via their cell phones. At risk are those fleeting paper items, like newspapers and Sunday supplements. With a \$15 billion retail promotion budget up for grabs, we can expect lots of innovation that may have been promised by online coupons, but because of the related fraud issues fell flat.

Cellfire, which is currently piloting in California, is literally a coupon software program for our cell phones, which enables the user to save money at their favorite stores (and restaurants), without the risk of spam or releasing personal information to 3rd parties.

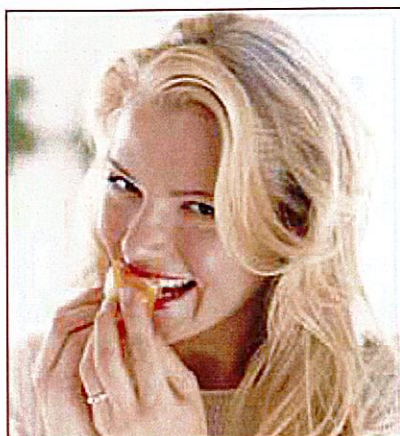
The concept is simple. Download the software from the Cellfire Web site ([www.cellfire.com](http://www.cellfire.com)), launch the program from the applications section of your cell phone and local deals are displayed. Cashiers then punch in a coupon number at the time of purchase. Once redeemed, the coupon is automatically discarded from the phone, or updated with additional deals. Usage charges only apply to the initial software and future coupon downloads and rates are a fraction of one cent per kilobyte (a typical coupon is one kilobyte). The service itself is free.

According to Brent Dusing, CEO of Cellfire, mobile coupons have higher redemption rates (between 15 and 25 percent), are portable, and include discounts from brand name businesses like Hollywood Video, T.G.I. Fridays, and Bath and Body Works. With redemption rates of conventional paper coupons as low as one percent, this software couldn't come at a more opportune time, he says.

The big benefit for food brands and supermarkets is that these digital coupons can be updated on the fly, used to promote new products, and give an edge on competitors in the exact period of time that they are needed. Imagine being able to offer coupons for bagels or donuts between 7 a.m. and 9 a.m. to shoppers who usually just buy coffee.

Cellfire is currently available through Cingular, but other service providers are expected to offer it to their customers in the future. Over the next 12 months, Cellfire plans to give shoppers the ability to set their own coupon preferences, select their favorite stores and request specific discounts.





## 25 Time-Tested Truth For Healthy Eating

For two and a half decades, readers have looked to shape for diet advice and nutritional know-how. Here, editors favorites plus crucial updates for 2006.

By Rachel Horn

### The Best Advice On Losing Weight and Staying Slim

1 Keep a food journal. Writing down what you eat as well as when you eat can clue you into patterns (emotional eating and late-night snacking). (Jan. 1986) 2006 update A slew of high-tech devices make food journaling fun. Make a photo food journal with a camera phone (myfoodphone.com).

2 Opt for preserves instead of high-fat spreads like butter or margarine. You'll consume fewer calories and fat. (July 1988)

3 Eat breakfast to maximize your weight loss. Research shows that skipping this important meal may cause you to overeat later in the day. (Jan. 1990)

4 Don't allow your daily calorie intake to drop below 1,200 calories. This is the minimum your body needs simply to function. Severe calorie restriction won't help you sustain weight loss, because it actually slows down your metabolism, sending your body into starvation mode as it tries to conserve energy. (Feb. 1983)

5 Eat plenty of good-for-you whole grains. Despite misconceptions that carbohydrates are evil and fattening, not all carbs are bad for you. Whole grains and breads are satisfying, heart-healthy choices that keep you full so you don't overeat and put on pounds. (April 1993) note For healthy carb recipes, turn to Superfast Suppers (page 136).

### The Best Advice On Preventing Disease

6 Get plenty of calcium to lower your risk of osteoporosis, which decreases bone mass and makes bones more fragile. (June 1985)  
2006 UPDATE The RDA for women ages 19-30 is 1,000 milligrams daily.

7 Eat fish for a stronger heart. Fatty, coldwater fish like salmon and sardines is a great source of cholesterol-lowering omega-3 fatty acids. (Feb. 1987)  
2006 UPDATE Fats that are polyunsaturated also found in soybeans, canola, walnut and flaxseed are being investigated for their ability to fight cancer.

8 Rethink bad food myths. Rumor has it you should avoid avocado due to its fat content. However, the fat is primarily monounsaturated, which helps lower your risk for developing heart disease. (June 1995)

9 Choose foods with a fiber content of at least 2 grams per serving. This nutritional superstar protects you from heart disease, and it's your No. 1 ally in weight loss. High-fiber foods are bulkier, making you feel fuller on fewer calories. (June 2004)



## **The Best Advice On Foodshopping**

10 Be a label detective. Listing sugar in several different forms (dextrose and honey, to name just two) is a trick that manufacturers use to push it down the ingredients list. (Sept. 1981) 2006 update Beware of new pseudonyms for the sweet stuff, such as xylitol and mannitol.

11 At the supermarket, stick to the outer aisles, where you usually find produce and other fresh, healthy goods. Candy, chips, cookies and soda lurk in the middle aisles. (March 1982)

12 Watch out for added sugars in yogurt. Some varieties contain more sugar than a candy bar (about 30 grams), and whole-milk yogurts are high in fat. Buy nonfat yogurt flavored with fresh fruit. (April 1994)

13 Check labels for partially hydrogenated oils. This signifies the presence of trans fat, a man-made fat that boosts cholesterol and heart-disease risk. (Jan. 1996)  
2006 UPDATE Starting in January, the U.S. Food and Drug Administration required listing of trans fat on nutrition facts panels on packaged foods. Now, for the first time, consumers can tell how much dangerous trans fat is in the food they buy.

## **The Best Advice On Dining Out**

14 Beware of salad extras. Request the dressing on the side, say no to croutons, and ask your server to go easy on the cheese. A fully loaded salad can use up your calorie allotment for an entire day! (Jan. 1984)

15 Don't drink calories. That fruity cocktail you order at the bar might contain more calories than your entree. A pina colada has about 250 calories, most of which are nutritionally empty. (Dec. 1999)

16 Eat slowly. It takes your stomach up to 20 minutes to register fullness, so if you slow down you'll likely eat less. Focus on the dining experience instead, and enjoy the company of your dinner companions. (Oct. 1997)

17 Order soup. Start your meal with a broth-based soup. It will fill you up and keep you from overindulging on the main course. (Feb. 2003)

## **The Best Advice On Cooking Healthy**

18 Steam vegetables. Boiling them breaks down the vitamins, which then leach into the water. (Jan. 1989)

19 Substitute applesauce for oil in baked goods to save fat and calories. Swap 1 tablespoon applesauce for 1 tablespoon vegetable oil, and you'll slash 96 calories and 14 grams of fat. (Jan. 1991)

20 Top a baked potato with nonfat yogurt instead of sour cream. You'll get a fraction of the calories, fat and saturated fat. (Jan. 1992)

21 Pump up healthful dishes with exotic flavor boosters that have low or no fat. Try cooking with wasabi, pomegranate molasses or tandoori paste. (March 2001)

22 Don't toss citrus peels. They're potent sources of vitamins and phytochemicals. Grate orange or lemon peel on grilled fish, and add them to muffin and cookie recipes. (July 2002)

## **The Best Advice On Snacking**

23 Go nuts! Although they've been given a bad rap for being calorie-dense and high in fat, nuts are a healthy snack. An ounce of peanuts contains 160 calories and 14 fat grams (most of the fat is the healthy unsaturated kind), more than 2 grams of fiber and a dose of the disease-fighting antioxidant vitamin E. (Feb. 1998)

24 Got a yen for potato chips? Try another crunchy, salty and less-caloric food like pretzels. (April 2000)

25 Every Monday, bring five pieces of fresh fruit to work. You'll brighten up your desk and add more fiber to your diet with a daily apple, orange or banana. (May 2005)



May 02, 2006 08:00 AM US Eastern Timezone

MyFoodPhone Launches Exclusively on Sprint Camera Phones; Users Send Meal Photos to Create Visual Food Journal, Get Feedback to Help Make Healthy Choices

OVERLAND PARK, Kan.--(BUSINESS WIRE)--May 2, 2006--Staying fit is no longer just a craze; for many Americans, it's a way of life. Consumers are looking for new and innovative ways to lose weight and track the nutritional content of the foods they eat. Sprint (NYSE:S) is taking diet and nutrition to the next level by giving its customers the ultimate tool for remaining fit and healthy while on the go - MyFoodPhone.

MyFoodPhone will provide Sprint camera phone users access to the world's first nutrition service based on the use of camera phone images and video feedback. MyFoodPhone allows Sprint customers to conveniently track their food consumption and have easy, remote access to nutrition counseling based on their eating habits.

"Sprint is offering MyFoodPhone as the latest extension of how customers can use their camera phones to enrich their lives," said Pierre Barbeau, general manager of Picture Mail for Sprint. "MyFoodPhone is a lifestyle solution for anyone who wants to get help making healthy eating choices - by using the photos they take with the one device they always have in their pocket."

MyFoodPhone enables Sprint camera phone users to take a picture of the food they eat at each meal or snack and send it in for review by a nutritional advisor. Customers receive video feedback on their eating habits biweekly for only \$9.99 a month. The service's unique mobile food-journaling application helps customers monitor what they eat, modify their eating habits, and achieve their individual health goals through motivation provided by personalized counseling from trained, credible MyFoodPhone Nutrition Advisors.

"One of the biggest challenges for those trying to change their eating habits is to know what they are doing right and where they may need to improve, as well as staying motivated along the way," said Sebastien Tanguay, general manager of MyFoodPhone. "MyFoodPhone on Sprint phones gives dieters a fun, easy and more convenient way to keep a food journal, wherever they are. They also receive nutrition information that is specifically selected for them."

MyFoodPhone's "Visual Food Journal" allows customers to send their Picture Mail photos to a Web-based Food Journal at [www.myfoodphone.com/sprint](http://www.myfoodphone.com/sprint) and log data such as weight, exercise, and calories burned to track their progress on their Sprint phones. A unique dashboard shows the various food categories of each meal and how many portions the customer has consumed. Then a nutrition advisor provides feedback through a video clip on how to improve eating habits.



Sprint offers a variety of health and wellness applications, such as BIMActive from Bones In Motion, which uses GPS to track the user's outdoor exercise routes to calculate distance and speed, save the routes for later use, and share with others online. Health Browser provides access to skynetMD's mobile health Web site, covering disease and drug information, dieting tools, health highlights and health tips. Hitech Trainer provides "personal trainer" designed workouts for the beginning- or advanced-level user with audio and video instructions to guide you through the exercises. To access these services, Sprint PCS Vision users can click on Menu/Web/Downloads/Applications/Health, Food & Drink.

Sprint is a data services company in the content and media distribution business committed to delivering a seamless experience that gives customers the power to connect, share and access information instantly on a mobile phone. As wireless technology, consumer electronics and entertainment converge, Sprint is leading the industry through innovative applications, differentiated content and connectivity to consumers and businesses anywhere, anytime and always on. By using their mobile phones as a source for information, communications, personalization and entertainment, Sprint customers can realize the power of the "third screen."

#### About Sprint Nextel

Sprint Nextel offers a comprehensive range of communications services bringing mobility to consumer, business and government customers. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two robust wireless networks offering industry leading mobile data services; instant national and international walkie-talkie capabilities; and an award-winning and global Tier 1 Internet backbone. For more information, visit [www.sprint.com](http://www.sprint.com).

#### About MyFoodPhone

MyFoodPhone Nutrition, Inc. is a mobile-health application service provider. Its flagship product is MyFoodPhone, a camera-phone food-journaling feedback service. MyFoodPhone is the world's first service that links individuals with their own nutrition coaches and advisors. The company has also developed other mobile health, wellness, and medical devices and software packages that are in the process of being deployed throughout the world. For more information, visit [www.myfoodphone.com](http://www.myfoodphone.com) or call Sebastien Tanguay, General Manager at 418-683-7878, ext. 200, or email him at [pr@myfoodphone.com](mailto:pr@myfoodphone.com).