

**WITHINGS**



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## **Withings in Partnership with The French Government Invests €20.7M (approx. \$22.5M USD) in Technical Innovation and AI to Propel Preventative Digital Healthcare with Project DEEP**

*Withings Project DEEP is the winner of the i-démo call for projects under France 2030, operated by Bpifrance on behalf of the French Government.*

**Issy-les-Moulineaux, December 04, 2024** – Withings, a technological pioneer for over 16 years, is taking a groundbreaking step toward reshaping preventative healthcare. Backed by an impressive €20.7 million (approx. \$22.5M USD) investment and support from the French government through the France 2030 initiative, the company is launching **Project DEEP (DEvice as a hEalth Prevention platform)**. This ambitious initiative aims to harness cutting-edge AI and medical device innovation to advance early detection and prevention of cardiometabolic diseases and accelerate the digital and prevention transition of healthcare systems around the world.

### **Project DEEP: Revolutionizing Preventative Healthcare**

Project DEEP represents a milestone in the fight against the global rise of cardiometabolic diseases. These conditions, including diabetes, hypertension, atrial fibrillation, and neuropathies, significantly strain healthcare systems. By focusing on early detection and prevention, Withings aims to address these challenges before they lead to serious complications such as stroke, myocardial infarction, and amputations.

“With the surge in cardiometabolic diseases burdening healthcare systems, technological innovation and AI research are pivotal in transitioning to a preventive care model,” said **Eric Carreel**, Chairman and Founder of Withings. “France 2030’s support underscores the importance of empowering French companies like Withings to lead globally in this transformation. Over the next five years, Project DEEP will spearhead Withings’ R&D efforts, enhancing our existing products and paving the way for groundbreaking medical devices and solutions we have yet to imagine.”

The DEEP project is positioned to develop advanced, non-invasive medical devices capable of detecting cardiometabolic pathologies earlier, improving the quality of life for millions and significantly reducing healthcare costs. These solutions align perfectly with the goals of France 2030, a €54 billion (approx. \$56,6B USD) initiative dedicated to shaping a sustainable and innovative future for France.

## Leveraging AI, Innovation, and an Unmatched Ecosystem

Withings already offers a robust portfolio of connected medical devices, including smart scales, blood pressure monitors, watches, sleep analyzers, and urine analyzers. These devices measure over 50 clinically validated cardiometabolic biomarkers in non-invasive, home-based settings. Combining AI with this ecosystem, Withings enables scalable, proactive care tailored to individual health profiles.

The company's commitment to innovation is backed by its entirely France-based R&D operations, 128 clinical studies, and over 12 billion collected health measurements. These resources, combined with a strong network of medical partners and 10 million users, position Withings as a cornerstone of the global digital health ecosystem.

## Strategic Support from France 2030

Lise Alter, Director of the Health Innovation Agency (Agence de l'Innovation en Santé), highlights Project DEEP as a key initiative aligned with France 2030's mission:

"Technological innovation and AI research are essential for transitioning from a curative to a preventive healthcare model. Early detection must extend healthy lifespans and enhance the quality of life for patients globally. Project DEEP exemplifies this vision by integrating innovation into our healthcare systems."

## A Vision for the Future

By leveraging technological breakthroughs, AI, and strategic partnerships, Withings aims to redefine how healthcare systems address chronic diseases. The DEEP project underscores Withings' leadership in preventative care, strengthening its role as a French and global leader in digital health. This initiative exemplifies the potential of public-private collaboration to create a future where technology leads the way in extending healthy lifespans, reducing healthcare costs, and improving lives worldwide.

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# WITHINGS

# DEEP

Device as a Health Prevention platform

*operated by Bpifrance on behalf  
of the French Government*



# bpifrance

**About Withings**

Withings created the first smart scale in 2009 and has been the pioneer in connected health ever since. Its clinically validated and multi-award-winning range is used by millions worldwide and includes smart scales, hybrid watches, blood pressure monitors, sleep analyzers, and more. The team of engineers, data scientists, and healthcare professionals at Withings work alongside clinical experts to make it possible to take medical-grade measurements at home. Withings was the first to bring measurements for pulse wave velocity and electrodermal activity into the home – finding ever more precise ways to measure our health. Withings Health Solutions, its dedicated division serving healthcare professionals across chronic disease prevention and management, remote patient monitoring, clinical research, and more, helps bridge the gap between patients and their care teams. Withings is a proud member of the [American Heart Association's](#) Center for Health Technology and Innovation. For more information, visit [withings.com](http://withings.com) and [withingshealthsolutions.com](http://withingshealthsolutions.com).