EXHIBIT A

AT&T 10:20 100%

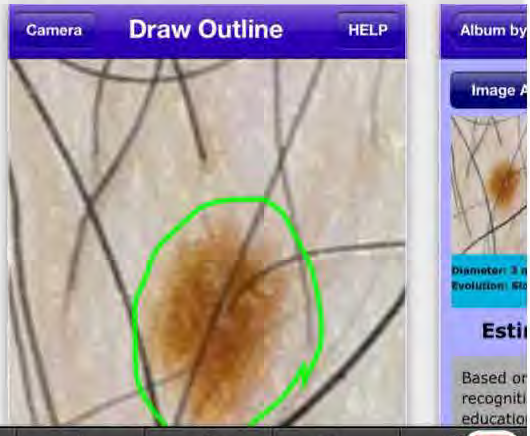
Info

MelApp
Health Discovery Corporation

★★½☆☆ (23)

$1.99

Details Reviews Related



Featured Top Charts Genius Search Updates 181

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Info

Details Reviews Related

Description

Whether sunning on the beach, cheering at the kids' outdoor sporting events or hitting the slopes, chances are you're being affected by damaging UV rays. MelApp for iPhone is an image-based risk assessment mobile app that assists in the early detection of melanoma.

Melanoma is the fastest growing cancer worldwide, and the most deadly of all skin cancers, if not caught early. However, melanoma can be successfully removed and monitored by regular skin screenings in its early stages. The disease is deadly in its most advanced stages as few treatment options exist. The median lifespan for patients with advanced melanoma is less than one year. Performing regular self-exams could save your life or that of a loved one.

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Checking a mole or freckle is quick and easy:
(1)Use MelApp to take a picture of the skin lesions of concern with an iPhone's camera, enlarging it with the zoom feature to fit into the green box, then

(2)Pin point the mole size and its evolution by sliding the corresponding indicator bar and tap

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Info

Details Reviews Related

Description

Whether sunning on the beach, cheering at the kids' outdoor sporting events or hitting the slopes, chances are you're being affected by damaging UV rays. MelApp for iPhone is an image-based risk assessment mobile … **More** ▾

What's New

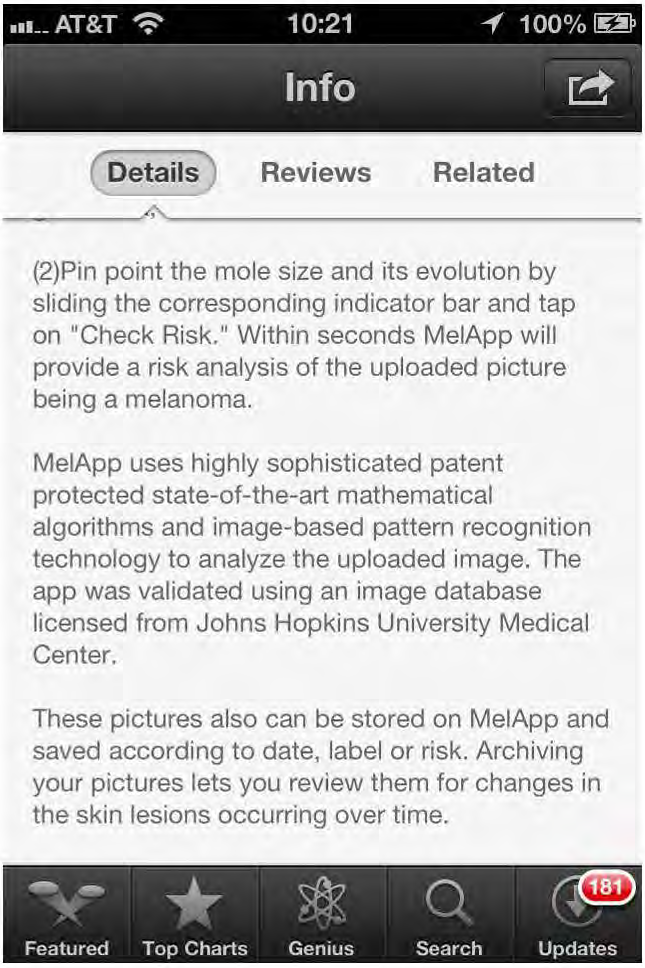
Feb 20, 2012

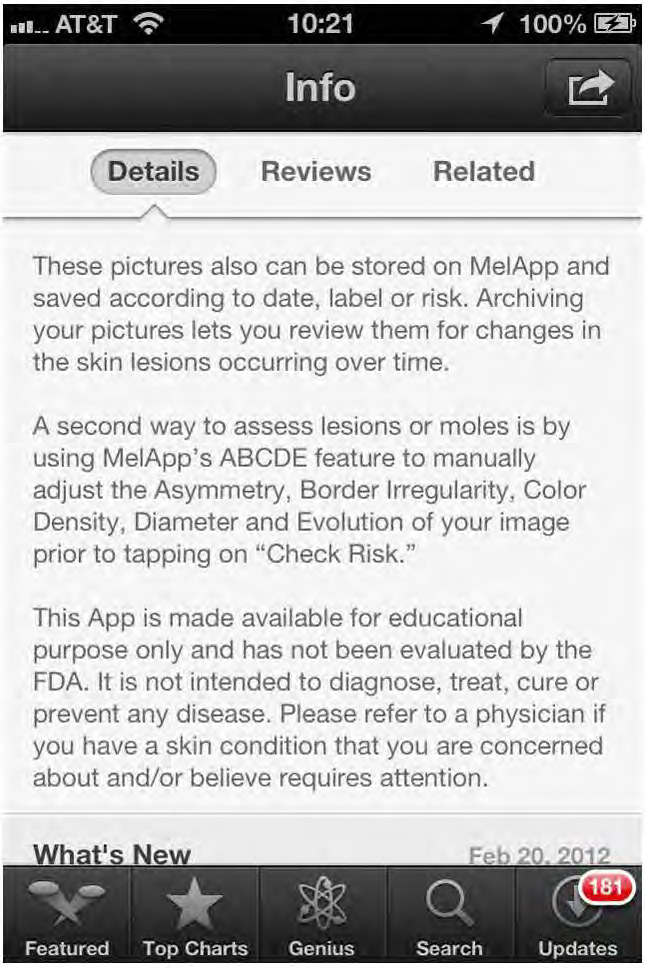
This version addresses a bug that could cause the camera to fail to respond to user input on some devices running iOS 5.0 or 5.0.1.

Information

Seller	Health Discovery Corporation
Category	Health & Fitness
Updated	Feb 20, 2012

Featured Top Charts Genius Search Updates 181


AT&T
10:21
100%
Info
Details
Reviews
Related
(2)Pin point the mole size and its evolution by sliding the corresponding indicator bar and tap on "Check Risk." Within seconds MelApp will provide a risk analysis of the uploaded picture being a melanoma.
MelApp uses highly sophisticated patent protected state-of-the-art mathematical algorithms and image-based pattern recognition technology to analyze the uploaded image. The app was validated using an image database licensed from Johns Hopkins University Medical Center.
These pictures also can be stored on MelApp and saved according to date, label or risk. Archiving your pictures lets you review them for changes in the skin lesions occurring over time.
Featured
Top Charts
Genius
Search
Updates
181


AT&T
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100%
Info
Details
Reviews
Related
These pictures also can be stored on MelApp and saved according to date, label or risk. Archiving your pictures lets you review them for changes in the skin lesions occurring over time.
A second way to assess lesions or moles is by using MelApp's ABCDE feature to manually adjust the Asymmetry, Border Irregularity, Color Density, Diameter and Evolution of your image prior to tapping on "Check Risk."
This App is made available for educational purpose only and has not been evaluated by the FDA. It is not intended to diagnose, treat, cure or prevent any disease. Please refer to a physician if you have a skin condition that you are concerned about and/or believe requires attention.
What's New
Feb 20, 2012
Featured
Top Charts
Genius
Search
Updates
181

AT&T
10:21
100%
Info
Details
Reviews
Related
some devices running iOS 5.0 or 5.0.1.
Information
Seller Health Discovery Corporation
Category Health & Fitness
Updated Feb 20, 2012
Version 2.1
Size 7.5 MB
Rating 4+
Requires Compatible with iPhone, iPod touch, and iPad. Requires iOS 4.3 or later.
Developer Info
Version History
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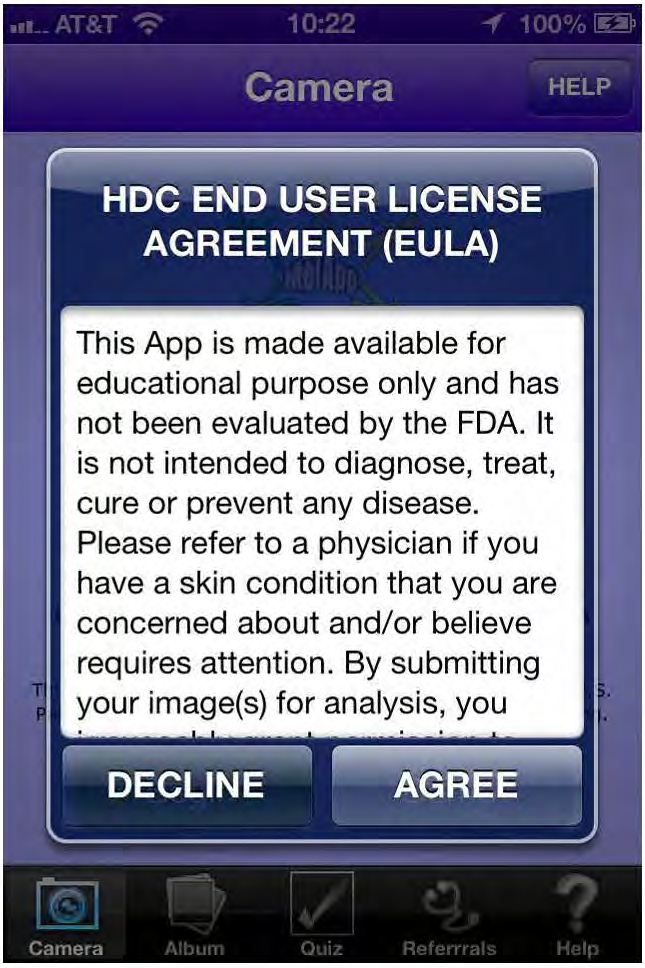
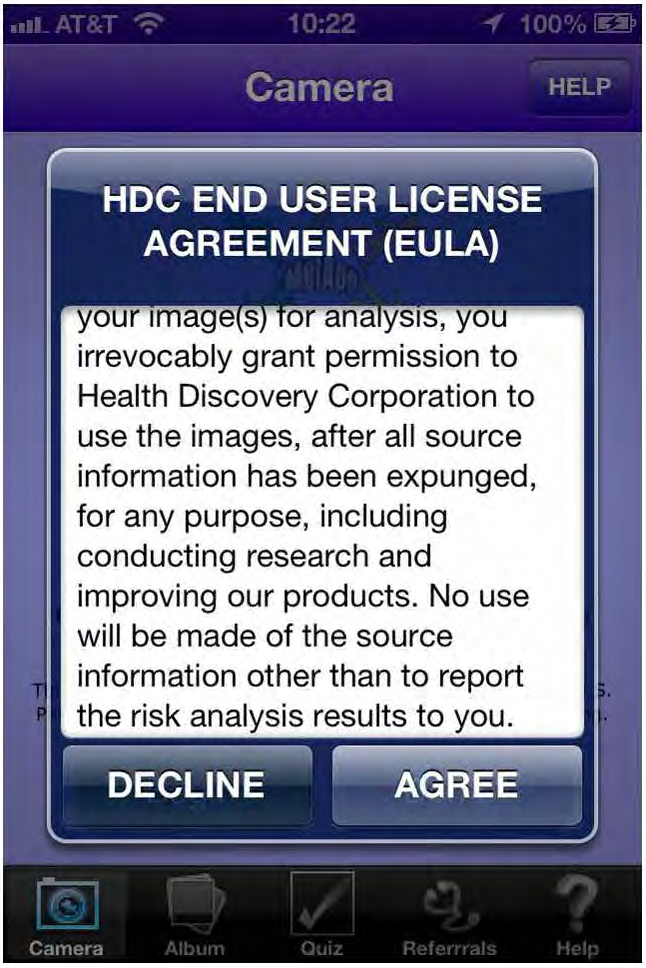
Featured
Top Charts
Genius
Search
Updates
181

AT&T
10:22
100%
MelApp
Version 2.1
Copyright © 2011 Health Discovery Corporation


AT&T
10:22
100%
Camera
HELP
HDC END USER LICENSE AGREEMENT (EULA)
This App is made available for educational purpose only and has not been evaluated by the FDA. It is not intended to diagnose, treat, cure or prevent any disease. Please refer to a physician if you have a skin condition that you are concerned about and/or believe requires attention. By submitting your image(s) for analysis, you
DECLINE
AGREE
Camera
Album
Quiz
Referrrals
Help


AT&T
10:22
100%
Camera
HELP
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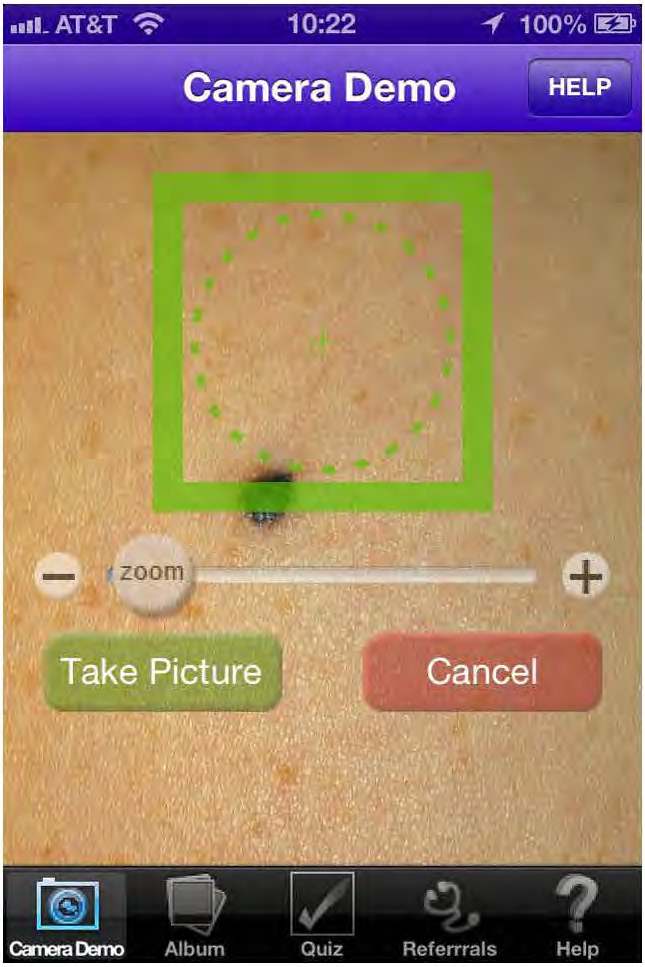
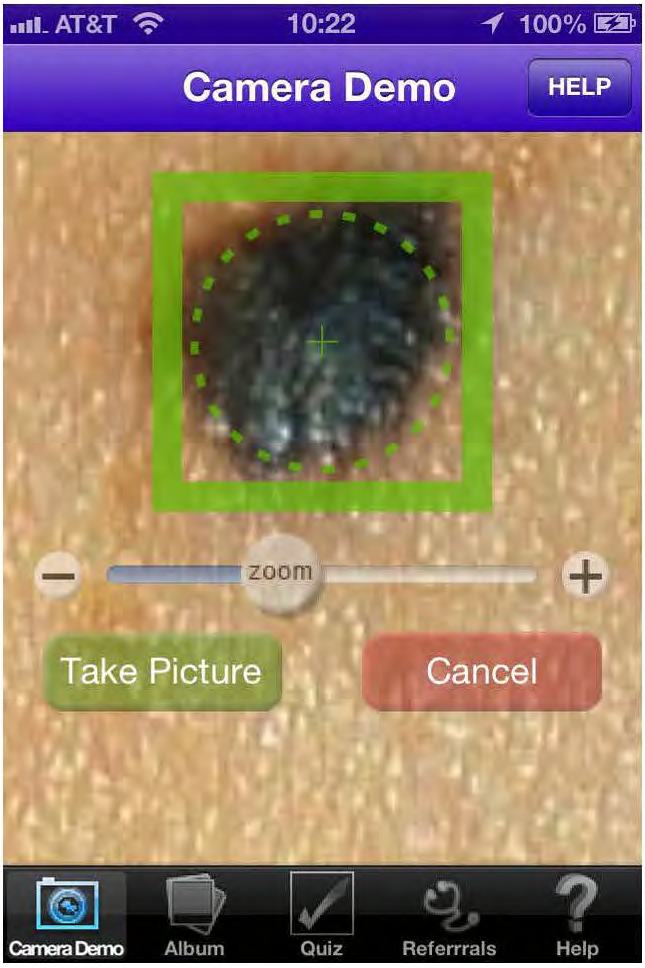
your image(s) for analysis, you irrevocably grant permission to Health Discovery Corporation to use the images, after all source information has been expunged, for any purpose, including conducting research and improving our products. No use will be made of the source information other than to report the risk analysis results to you.
DECLINE
AGREE
Camera
Album
Quiz
Referrrals
Help

AT&T
10:22
100%
Camera
HELP
HDC END USER LICENSE AGREEMENT (EULA)
the risk analysis results to you.
Privacy notice: By default, your images are sent to our server deprived of any information which may be used to identify you. Your privacy settings may be changed for specific purposes. For assistance, support is available by email in the help contact page.
DECLINE
AGREE
Camera
Album
Quiz
Referrrals
Help


AT&T
10:22
100%
Camera Demo
HELP
zoom
Take Picture
Cancel
Camera Demo
Album
Quiz
Referrrals
Help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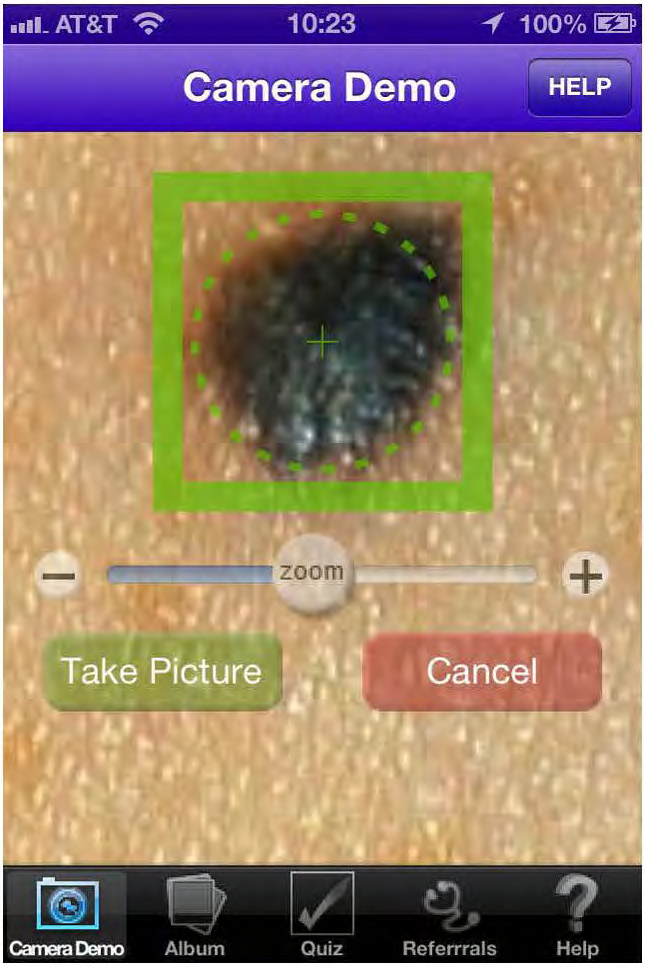
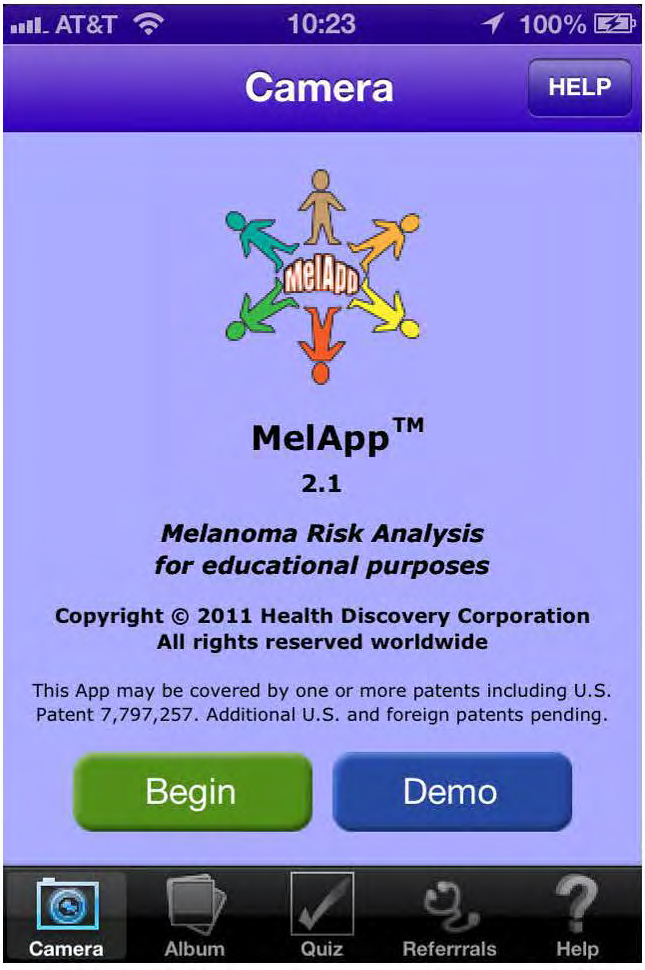
Camera Demo
HELP
zoom
Take Picture
Cancel
Camera Demo
Album
Quiz
Referrrals
Help


AT&T
10:23
100%
Camera Demo
HELP
zoom
Take Picture
Cancel
Camera Demo
Album
Quiz
Referrrals
Help

AT&T
10:23
100%
Camera Demo
Draw Outline
Done
Cancel


AT&T
10:23
100%
Camera
HELP
MelApp™
2.1
Melanoma Risk Analysis
for educational purposes
Copyright © 2011 Health Discovery Corporation
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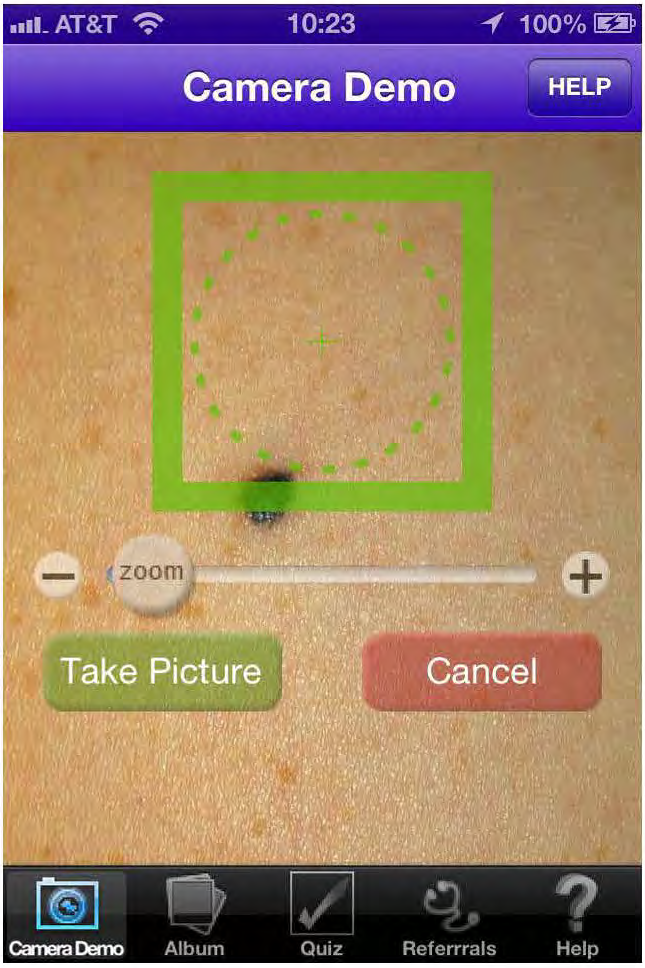
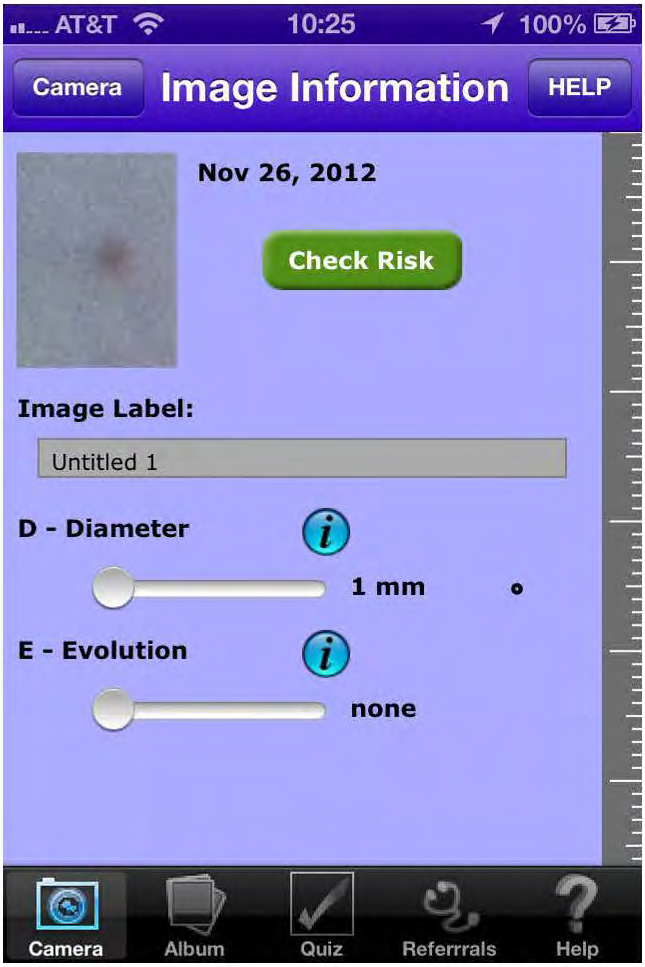
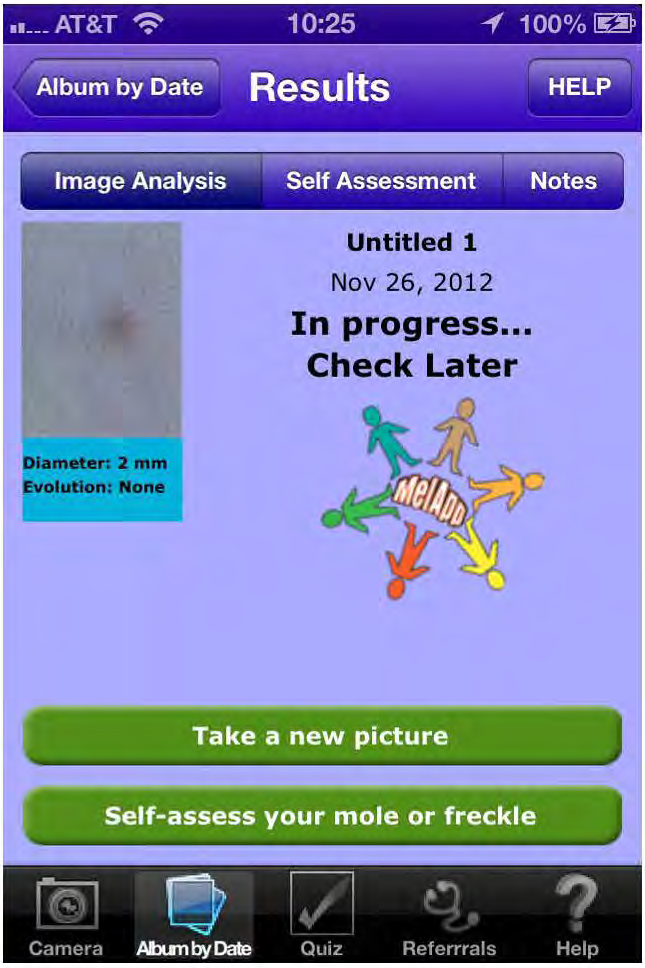
This App may be covered by one or more patents including U.S. Patent 7,797,257. Additional U.S. and foreign patents pending.
Begin
Demo
Camera
Album
Quiz
Referrrals
Help

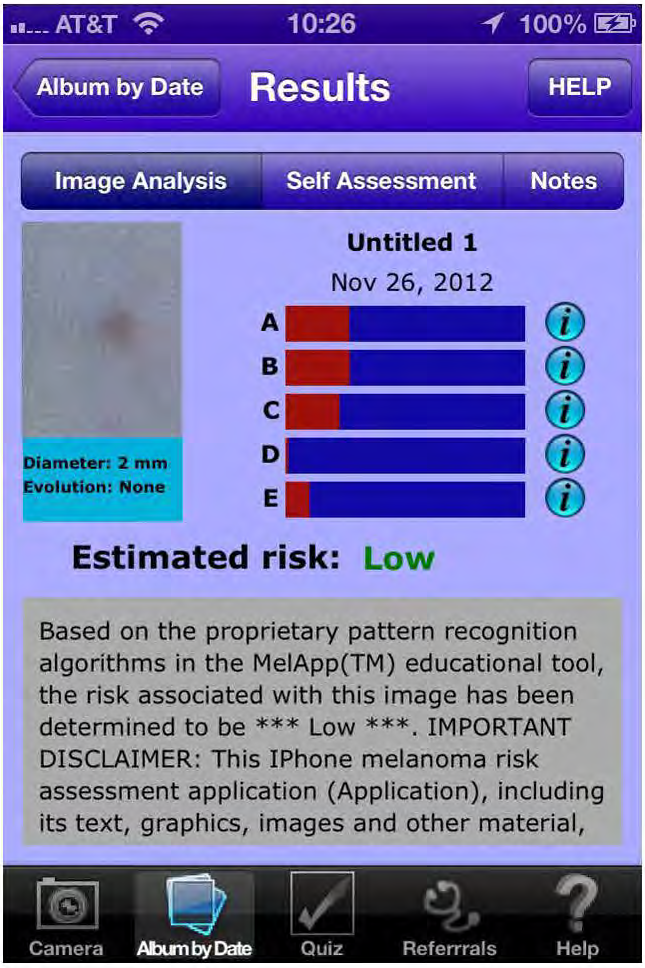

AT&T
10:23
100%
Camera Demo
HELP
zoom
Take Picture
Cancel
Camera Demo
Album
Quiz
Referrrals
Help

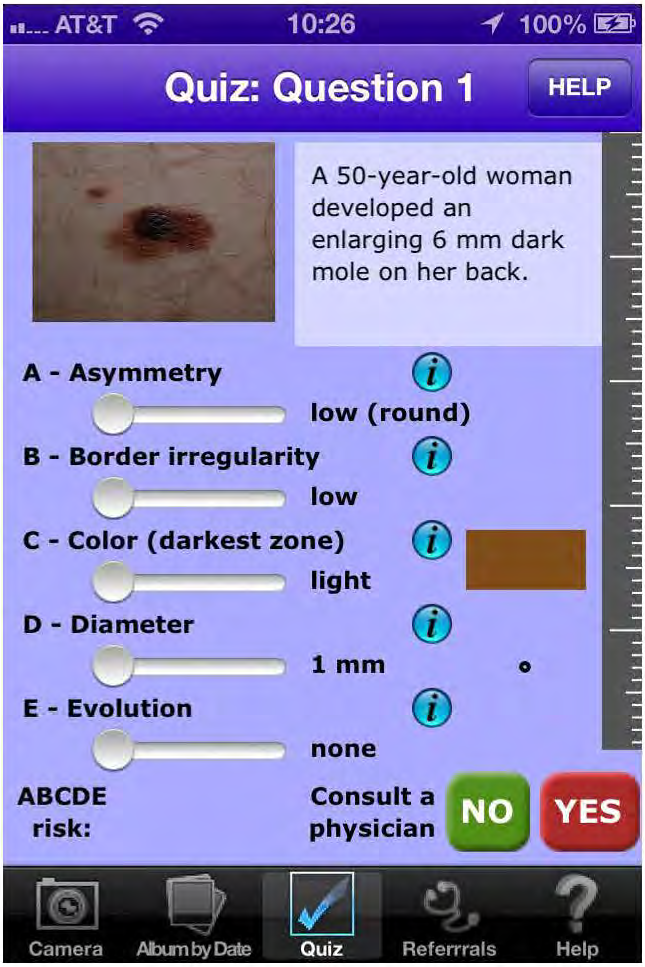
AT&T
10:25
100%
Camera
Draw Outline
HELP
Done
Cancel


AT&T
10:25
100%
Camera
Image Information
HELP
Nov 26, 2012
Check Risk
Image Label:
Untitled 1
D - Diameter
1 mm
E - Evolution
none
Camera
Album
Quiz
Referrrals
Help

AT&T
10:25
100%
Album by Date
Results
HELP
Image Analysis
Self Assessment
Notes
Untitled 1
Nov 26, 2012
In progress...
Note
The image has been uploaded
OK
Take a new picture
Self-assess your mole or freckle
Camera
Album by Date
Quiz
Referrrals
Help


AT&T 10:25 100%
Album by Date
Results
HELP
Image Analysis
Self Assessment
Notes
Untitled 1
Nov 26, 2012
In progress...
Check Later
Diameter: 2 mm
Evolution: None
Take a new picture
Self-assess your mole or freckle
Camera
Album by Date
Quiz
Referrrals
Help


AT&T 10:26 100%
Album by Date
Results
HELP
Image Analysis
Self Assessment
Notes
Untitled 1
Nov 26, 2012
A
B
C
D
E
Diameter: 2 mm
Evolution: None
Estimated risk: Low
Based on the proprietary pattern recognition algorithms in the MelApp(TM) educational tool, the risk associated with this image has been determined to be *** Low ***. IMPORTANT DISCLAIMER: This IPhone melanoma risk assessment application (Application), including its text, graphics, images and other material,
Camera
Album by Date
Quiz
Referrrals
Help


AT&T 10:26 100%
Quiz: Question 1
HELP
A 50-year-old woman developed an enlarging 6 mm dark mole on her back.
A - Asymmetry
low (round)
B - Border irregularity
low
C - Color (darkest zone)
light
D - Diameter
1 mm
E - Evolution
none
ABCDE risk:
Consult a physician
NO
YES
Camera
Album by Date
Quiz
Referrrals
Help

AT&T 10:26 100%
Referrals (Google)
Camera
Album by Date
Quiz
Referrals (Google)
Help

AT&T
10:26
100%
Help
Camera
Learning
Prevention
Self-assessment
ABCDE Features
Image Information
Image Analysis
Quiz
Terms
Contact
Camera
Album by Date
Quiz
Referrals (Google)
Help

EXHIBIT B

FirefoxESR

MelApp - Android Apps on Google Play

https://play.google.com/store/apps/details?id=com.psi.software.melapp

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Editors' Choice

MelApp

Health Discovery Corporation - September 18, 2013

Health & Fitness

$1.99 Buy

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+1 +10 Recommend this on Google

Description

Whether sunning on the beach, cheering at the kids' outdoor sporting events or hitting the slopes, chances are you're being affected by damaging UV rays. MelApp for the Droid is an image-based risk assessment mobile app that assists in the early detection of melanoma.

Melanoma is the fastest growing cancer worldwide, and the most deadly of all skin cancers, if not caught early. However, melanoma can be successfully removed and monitored by regular skin screenings in its early stages. The disease is deadly in its most advanced stages as few treatment options exist. The median lifespan for patients with advanced melanoma is less than one year. Performing regular self-exams could save your life or that of a loved one.

Checking a mole or freckle is quick and easy:

(1)Use MelApp to take a picture of the skin lesions of concern with the phone's camera, fit the mole in the green circle and square by enlarging it with the zoom feature and/or resizing the green circle

(2)Pin point the mole size and its evolution by sliding the corresponding indicator bar and tap on "Check Risk." Within seconds MelApp will provide a risk analysis of the uploaded picture being a melanoma.

MelApp uses highly sophisticated patent protected state-of-the-art mathematical algorithms and image-based pattern recognition technology to analyze the uploaded image. The app was validated using DermAtlas, an open access, physician-edited database of over 10,000 high quality histological and clinical images of skin conditions.

These pictures also can be stored on MelApp and saved according to date, label or risk. Archiving your pictures lets you review them for changes in the skin lesions occurring over time.

FirefoxESR

MelApp - Android Apps on Google Play

https://play.google.com/store/apps/details?id=com.psi.software.melapp

Wikipedia (en)

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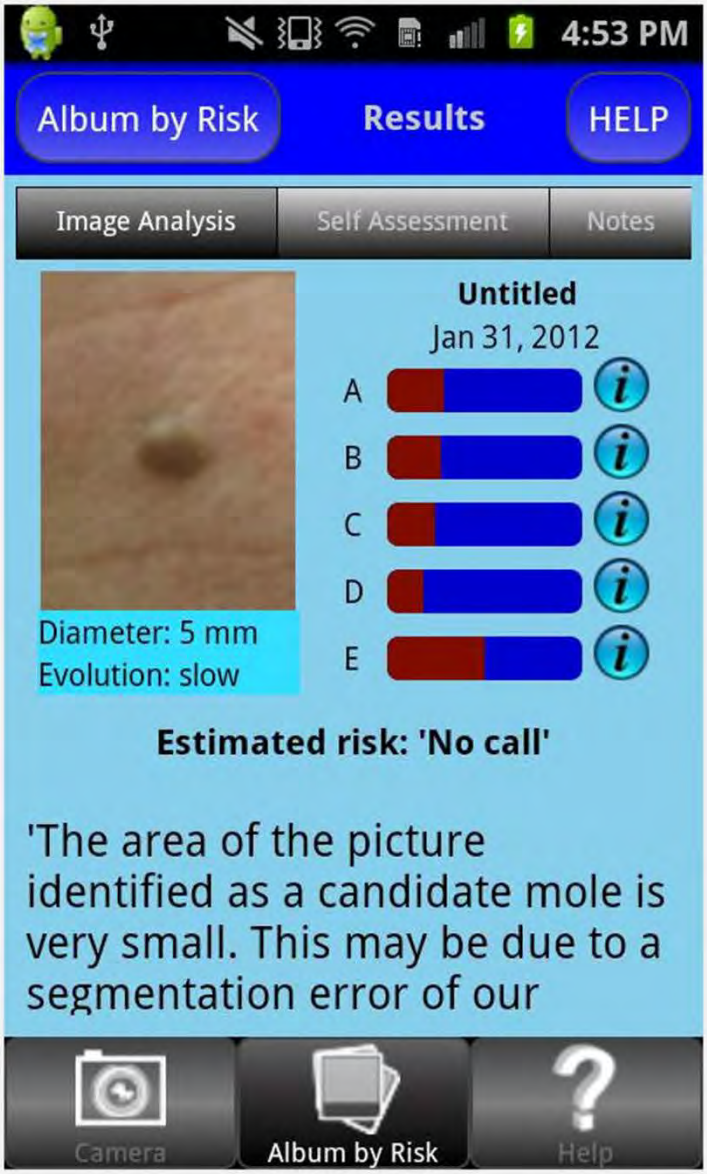

Description

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FirefoxESR

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https://play.google.com/store/apps/details?id=com.psi.software.melapp

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Apps

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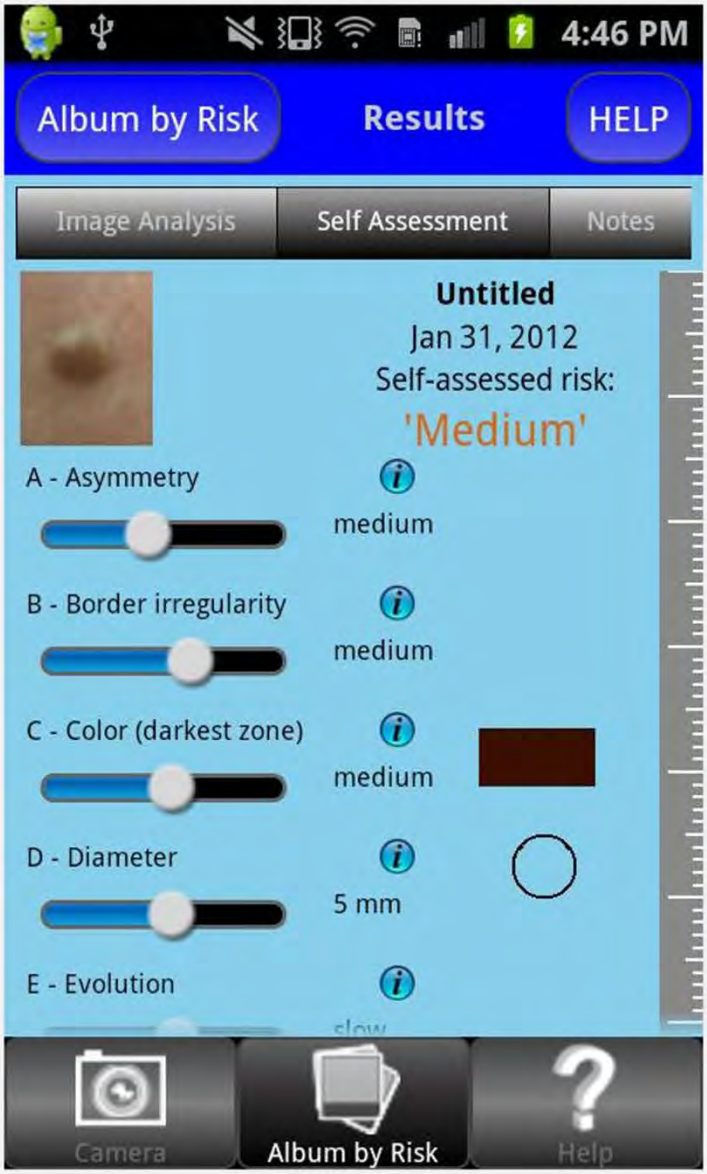

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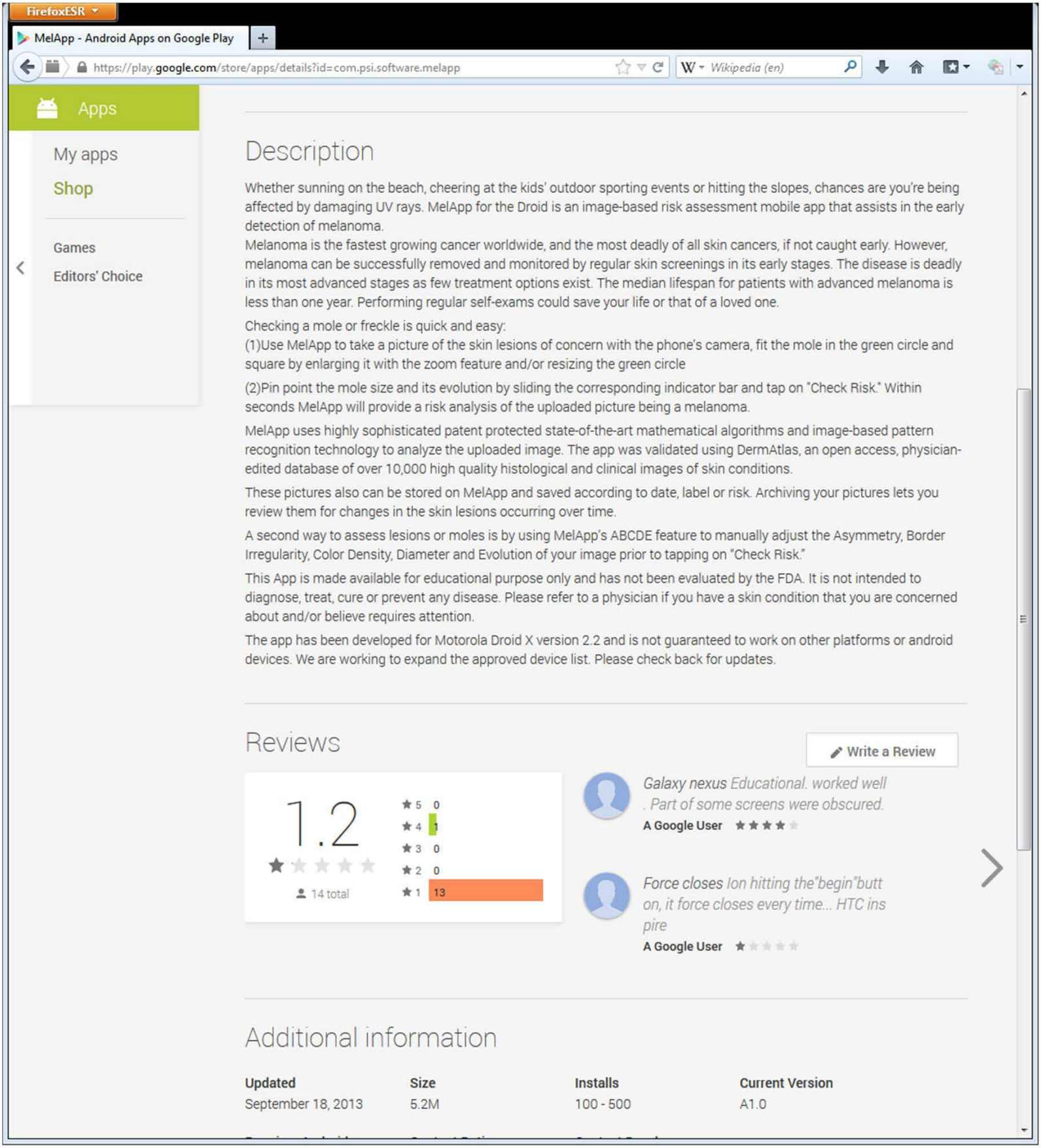
FirefoxESR
MelApp - Android Apps on Google Play
https://play.google.com/store/apps/details?id=com.psi.software.melapp
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Games
Editors' Choice
Description
Whether sunning on the beach, cheering at the kids' outdoor sporting events or hitting the slopes, chances are you're being affected by damaging UV rays. MelApp for the Droid is an image-based risk assessment mobile app that assists in the early detection of melanoma.
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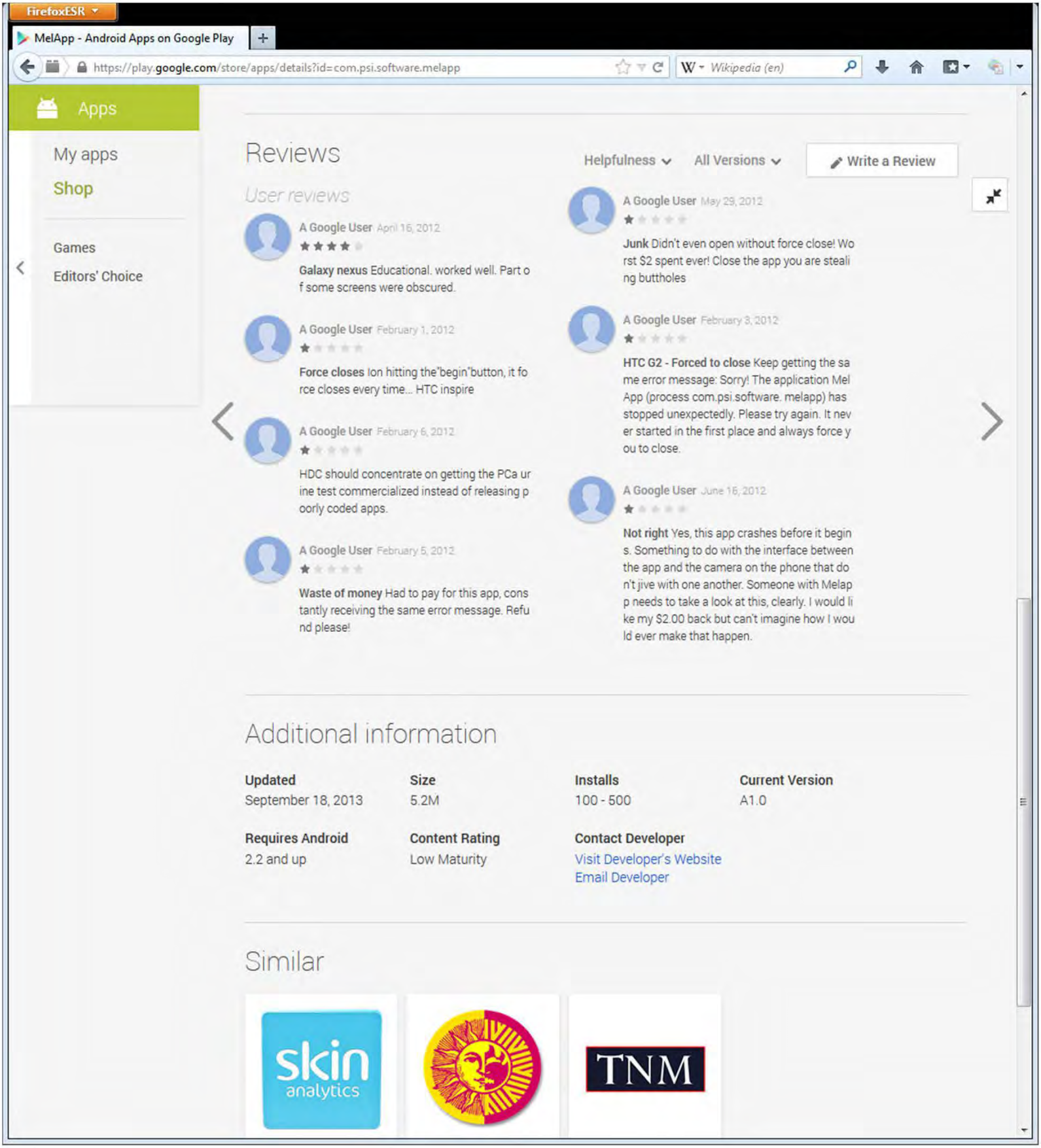
This App is made available for educational purpose only and has not been evaluated by the FDA. It is not intended to diagnose, treat, cure or prevent any disease. Please refer to a physician if you have a skin condition that you are concerned about and/or believe requires attention.
The app has been developed for Motorola Droid X version 2.2 and is not guaranteed to work on other platforms or android devices. We are working to expand the approved device list. Please check back for updates.
Reviews
Write a Review
1.2
14 total
5 0
4 1
3 0
2 0
1 13
Galaxy nexus Educational. worked well . Part of some screens were obscured.
A Google User
Force closes Ion hitting the"begin"butt on, it force closes every time... HTC ins pire
A Google User
Additional information
Updated
September 18, 2013
Size
5.2M
Installs
100 - 500
Current Version
A1.0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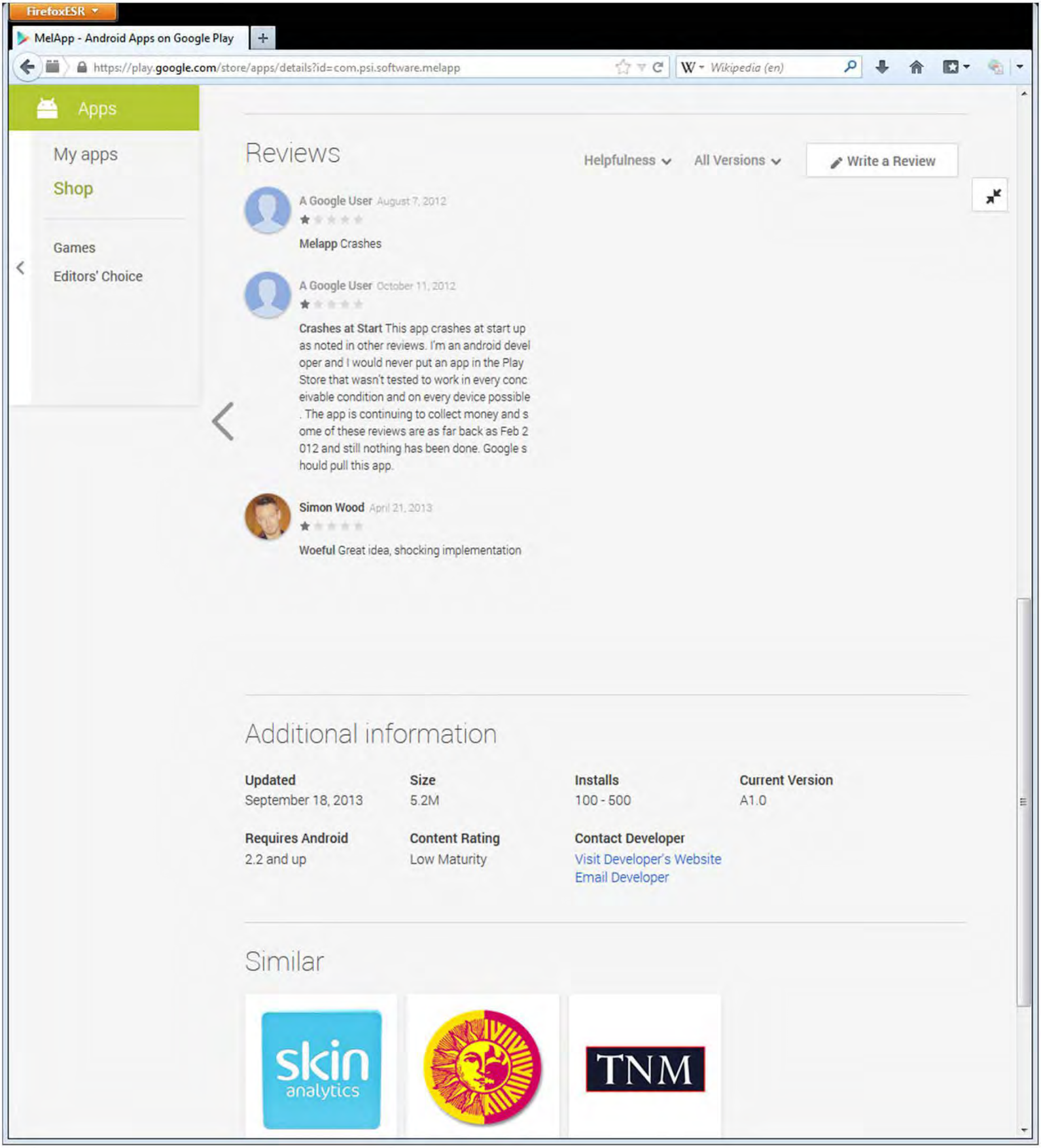
Reviews
Helpfulness
All Versions
Write a Review
User reviews
A Google User April 16, 2012
Galaxy nexus Educational. worked well. Part of some screens were obscured.
A Google User February 1, 2012
Force closes Ion hitting the"begin"button, it force closes every time... HTC inspire
A Google User February 6, 2012
HDC should concentrate on getting the PCa urine test commercialized instead of releasing poorly coded apps.
A Google User February 5, 2012
Waste of money Had to pay for this app, constantly receiving the same error message. Refund please!
A Google User May 29, 2012
Junk Didn't even open without force close! Worst $2 spent ever! Close the app you are stealing buttholes
A Google User February 3, 2012
HTC G2 - Forced to close Keep getting the same error message: Sorry! The application MelApp (process com.psi.software. melapp) has stopped unexpectedly. Please try again. It never started in the first place and always force you to close.
A Google User June 16, 2012
Not right Yes, this app crashes before it begins. Something to do with the interface between the app and the camera on the phone that don't jive with one another. Someone with Melapp needs to take a look at this, clearly. I would like my $2.00 back but can't imagine how I would ever make that happen.
Additional information
Updated
September 18, 2013
Size
5.2M
Installs
100 - 500
Current Version
A1.0
Requires Android
2.2 and up
Content Rating
Low Maturity
Contact Developer
Visit Developer's Website
Email Developer
Similar
skin analytics
TNM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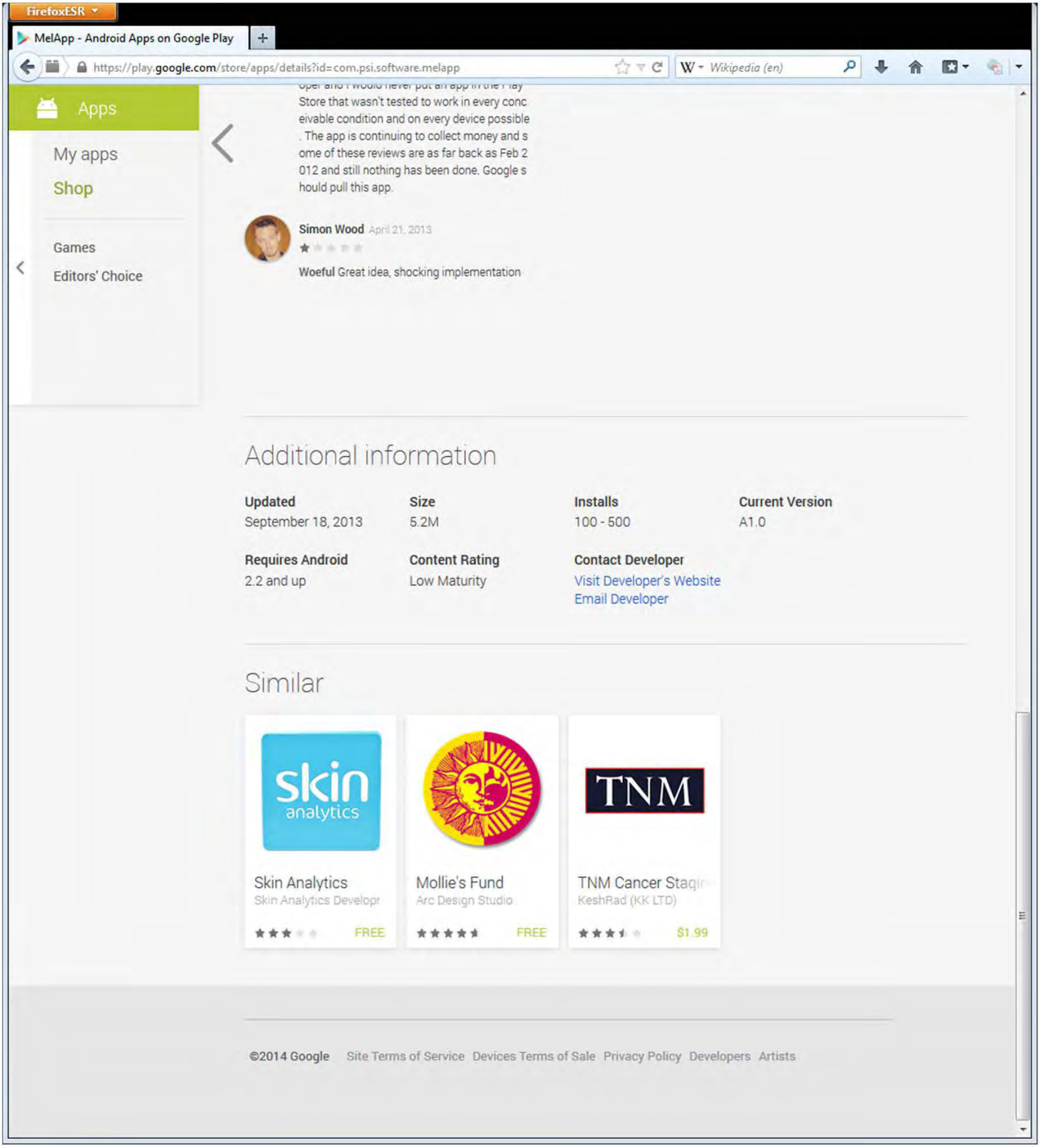
All Versions
Write a Review
A Google User August 7, 2012
Melapp Crashes
A Google User October 11, 2012
Crashes at Start This app crashes at start up as noted in other reviews. I'm an android developer and I would never put an app in the Play Store that wasn't tested to work in every conceivable condition and on every device possible. The app is continuing to collect money and some of these reviews are as far back as Feb 2012 and still nothing has been done. Google should pull this app.
Simon Wood April 21, 2013
Woeful Great idea, shocking implementation
Additional information
Updated
September 18, 2013
Size
5.2M
Installs
100 - 500
Current Version
A1.0
Requires Android
2.2 and up
Content Rating
Low Maturity
Contact Developer
Visit Developer's Website
Email Developer
Similar
skin analytics
TNM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https://play.google.com/store/apps/details?id=com.psi.software.melapp
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Apps
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Games
Editors' Choice
Store that wasn't tested to work in every conc
eivable condition and on every device possible
. The app is continuing to collect money and s
ome of these reviews are as far back as Feb 2
012 and still nothing has been done. Google s
hould pull this app.
Simon Wood April 21, 2013
Woeful Great idea, shocking implementation
Additional information
Updated
September 18, 2013
Size
5.2M
Installs
100 - 500
Current Version
A1.0
Requires Android
2.2 and up
Content Rating
Low Maturity
Contact Developer
Visit Developer's Website
Email Developer
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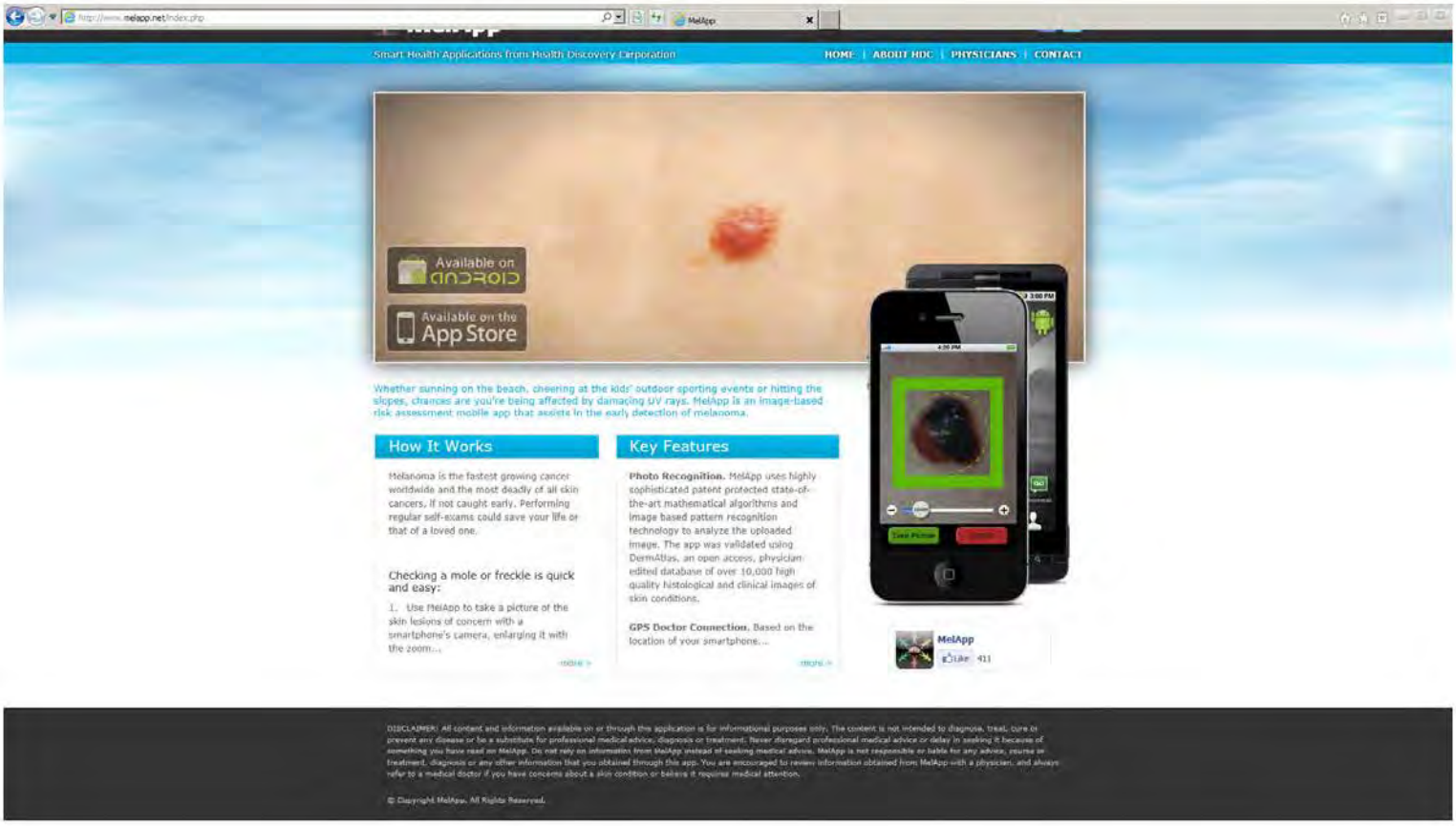
Smart Health Applications from Health Discovery Corporation
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Whether sunning on the beach, cheering at the kids' outdoor sporting events or hitting the slopes, chances are you're being affected by damaging UV rays. MelApp is an image-based risk assessment mobile app that assists in the early detection of melanoma.
How It Works
Melanoma is the fastest growing cancer worldwide and the most deadly of all skin cancers, if not caught early. Performing regular self-exams could save your life or that of a loved one.
Checking a mole or freckle is quick and easy:
1. Use MelApp to take a picture of the skin lesions of concern with a smartphone's camera, enlarging it with the zoom...
Key Features
Photo Recognition. MelApp uses highly sophisticated patent protected state-of-the-art mathematical algorithms and image based pattern recognition technology to analyze the uploaded image. The app was validated using DermAtlas, an open access, physician edited database of over 10,000 high quality histological and clinical images of skin conditions.
GPS Doctor Connection. Based on the location of your smartphone...
MelApp
Like 411
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How it Works

Melanoma is the fastest growing cancer worldwide and the most deadly of all skin cancers, if not caught early. Performing regular self-exams could save your life or that of a loved one.

Checking a mole or freckle is quick and easy:

1. Use MelApp to take a picture of the skin lesions of concern with a smartphone's camera, enlarging it with the zoom feature to fit into the green box, then

2. Pin-point the mole size and its evolution by sliding the corresponding indicator bar and tap on "Check Risk." Within seconds MelApp will provide a risk analysis of the uploaded picture being a melanoma.

MelApp uses highly sophisticated patent protected state-of-the-art mathematical algorithms and image based pattern recognition technology to analyze the uploaded image. The app was validated using DermAtlas, an open access, physician-edited database of over 10,000 high quality histological and clinical images of skin conditions.

These pictures also can be stored on MelApp and saved according to date, label or risk. Archiving your pictures lets you review them for changes in the skin lesions occurring over time.

A second way to assess lesions or moles is by using MelApp's ABCDE feature to manually adjust the Asymmetry, Border Irregularity, Color Density, Diameter and Evolution of your image prior to tapping on "Check Risk."

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Key Features

Photo Recognition. MelApp uses highly sophisticated patent protected state-of-the-art mathematical algorithms and image based pattern recognition technology to analyze the uploaded image. The app was validated using DermAtlas, an open access, physician edited database of over 10,000 high quality histological and clinical images of skin conditions.

GPS Doctor Connection. Based on the location of your smartphone, MelApp can refer you to a nearby physician for proper medical follow up, without the need to input a zip code or any additional or personal information.

Risk Evaluation. MelApp provides a risk analysis of the uploaded picture being a melanoma within seconds.

Archives. Pictures can be stored on MelApp and reviewed for changes in the skin lesions occurring over time. Albums are storable by date label or risk to easily identify any changes.

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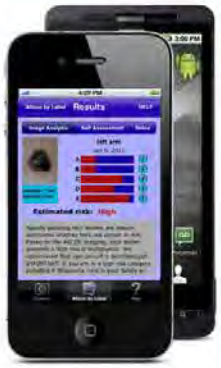
About HDC

Health Discovery Corporation (HDC) is a molecular diagnostics company that uses advanced mathematical techniques to analyze large amounts of data to uncover patterns that might otherwise be undetectable. It operates primarily in the fields of personalized medicine where such tools are critical in scientific discovery.

Health Discovery Corporation has a patent portfolio of 49 issued patents and 39 pending patent applications worldwide primarily on Support Vector Machine (SVM) technology. SVM is one of the leading approaches to pattern recognition and machine learning worldwide, and has been utilized in the following applications: homeland security techniques, text and image classification, handwriting and speech recognition, fingerprint identification, face recognition, fraud detection and security systems, financial securities and futures prediction, image analysis, protein structure prediction, medical diagnosis and prognosis, classification of microarray gene expression data, identifying consumer purchasing patterns, personal recommendation systems, weather prediction, decryption, engine knock detection and vehicle control and monitoring, prediction of traffic variables in transportation systems..., and now smart health iPhone apps with the launch of MelApp.

HDC's primary business consists of licensing its intellectual property and developing its own product line of biomarker-based diagnostic tests that include human genes and genetic variations, as well as gene, protein, and metabolic expression differences and image analysis in digital pathology and radiology. For more information, visit www.healthdiscoverycorp.com



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