

see, hear, stay
in mind

stress self-coping solution eng



Demand

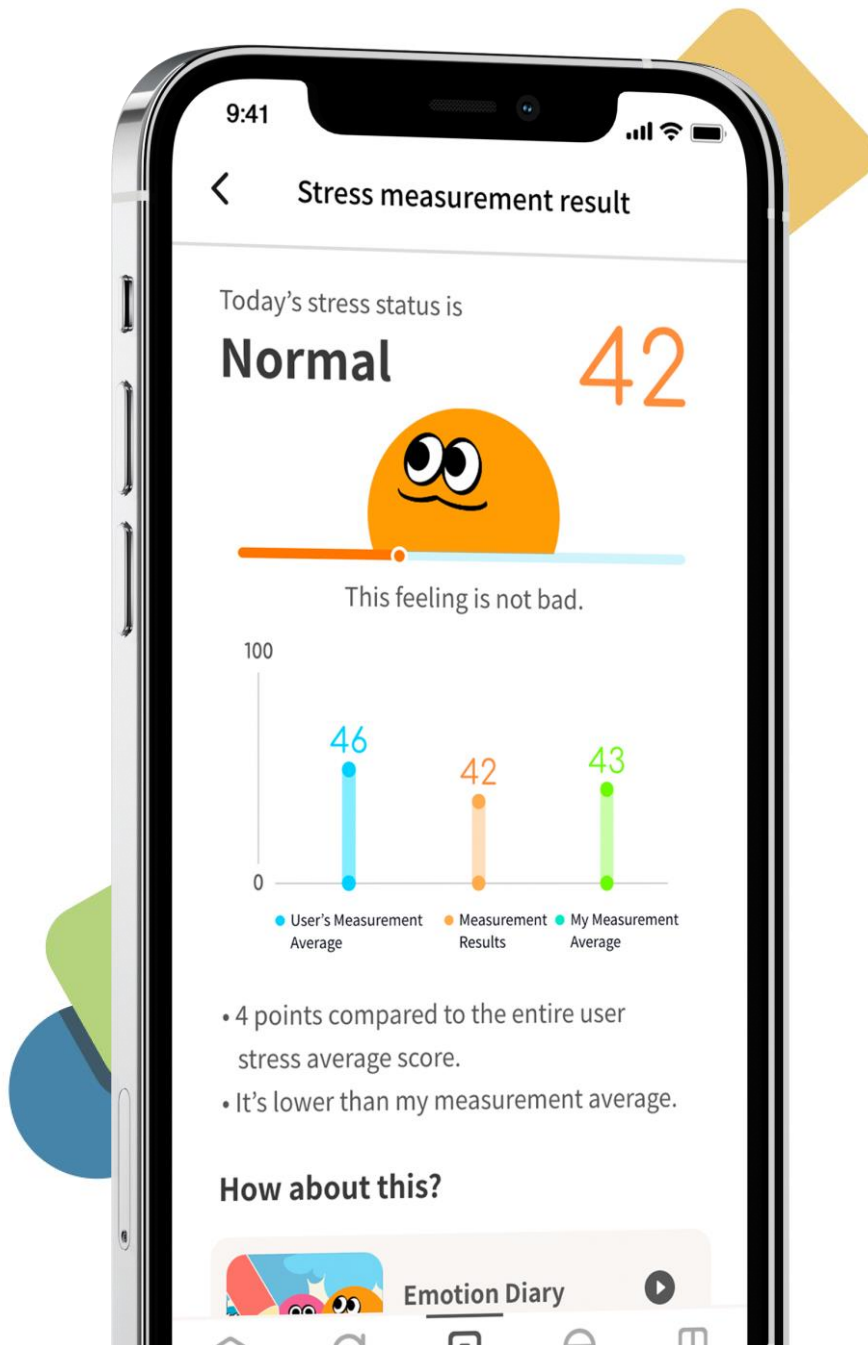
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measure your stress and manage your mind easily.

'in mind' is a digital healthcare app that provides various contents for stress management to relieve stress.

It has the strength of simply measuring the stress of the user with the camera of a smartphone and providing customized contents that can be quantified and reacted.

Diagnose the user's stress through PPG measurement and relieve stress through content such as cognitive therapy (meditation & breathing, emotion diary, rethink) and white noise (sound therapy, ASMR) provided by themselves. It is a smart app solution that you can manage.



measurement → analysis → custom contents → self-management

The 'in mind' service is a user-friendly stress management solution that is stressed, AI analysis, recommendation program, healing contents usage.

stress diagnosis

- Stress Physical response diagnosis
- Autonomic nerve, Heart rate
- Acute or chronic stress

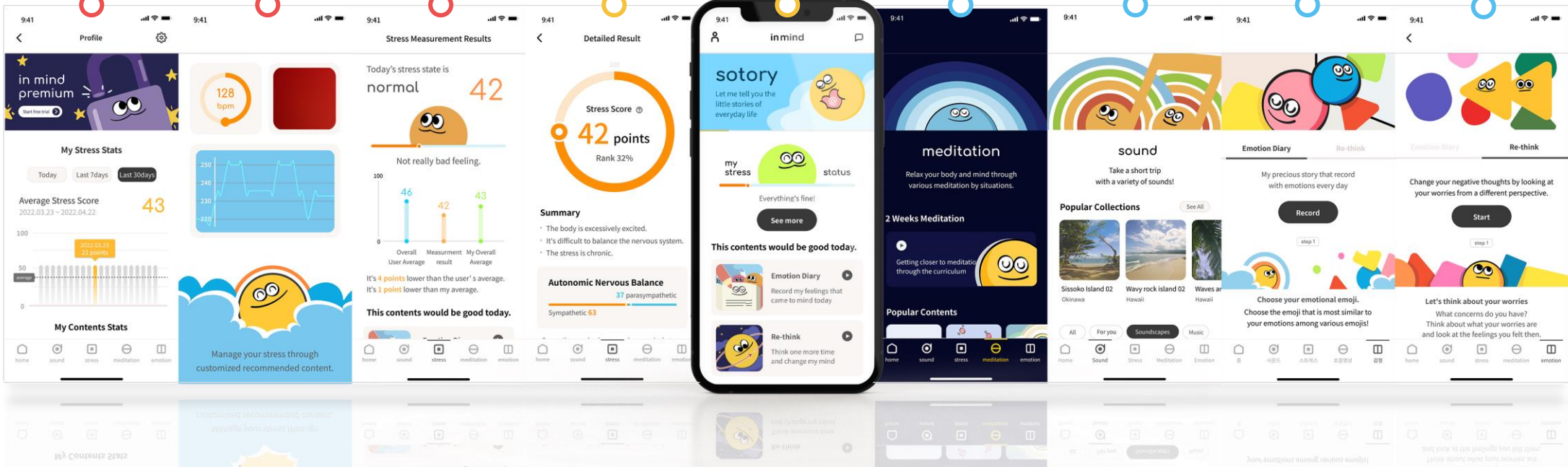
analysis & recommendation

- Stress level analysis
- Recommendation of healing program by level

provide stress relief program

- Provides the appropriate program
- White Noise, Cognitive Therapy Program

stress self-management



PPG(Photoplethysmography)

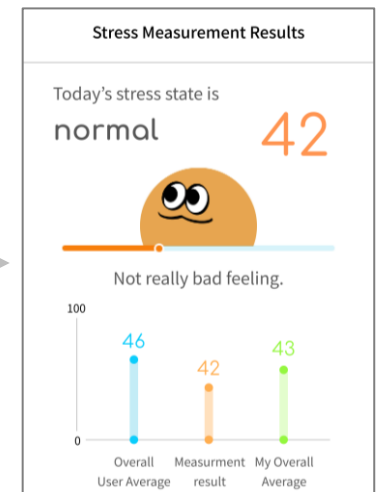
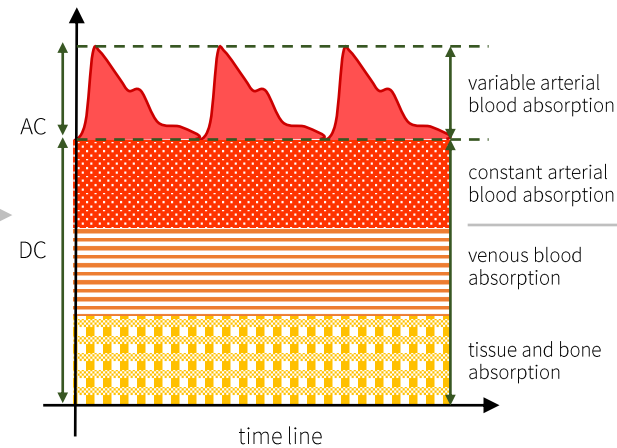
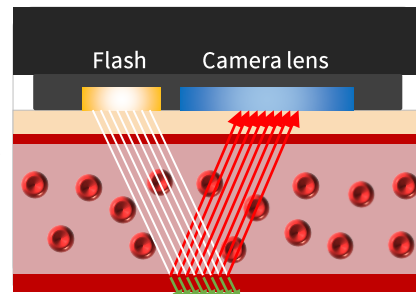
The PPG signal can check the heart rate, heart rate variability (HRV), and the activity of the sympathetic/parasympathetic nervous system through changes in blood flow in capillaries. Since the activity of the sympathetic/parasympathetic nervous system changes depending on whether or not there is stress, you can check the stress index through this.

Place your finger on the camera

Blood flow change detection

Heart rate interval extraction

Derivation of analysis results



- Execute the stress measurement (PPG) function of the in mind app and touch your finger to the location where the smartphone's flash and camera are located.

- The light emitted from the flash is the same, but passes through the finger and is transmitted, absorbed, and reflected by blood, tissue, and bone.
- Bone, skin, and tissue are components that do not change except for changes in blood flow, so the red pixel values in successive image frames of the camera reflect changes in blood flow.

- The heartbeat time interval is composed of time series data by analyzing alternating current elements (AC) excluding current elements (DC) that are unchanged from the average data of pixel values in which blood flow changes are recorded.

- Result of analysis based on heart rate interval data detected for 1 minute
- Analysis contents include autonomic balance (sympathetic/parasympathetic), autonomic nerve activity, parasympathetic nerve activity, sympathetic nerve activity, heart rate variability, heart rate, etc.

Informatics Engine

The stress measurement function using the smartphone camera analyzes the individual's stress index, sympathetic/parasympathetic activity, and heart rate variability.

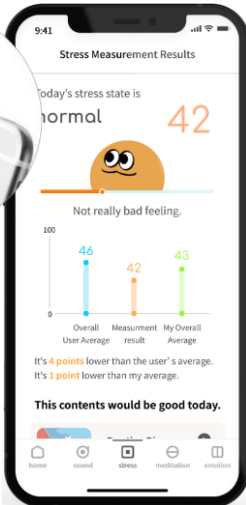
Informatics Engine that provides content that matches the measured stress level as a recommendation program through technology, you can **receive personalized solutions** for each stress index.

STRESS CHECK

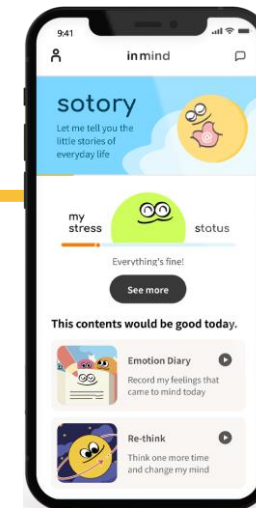
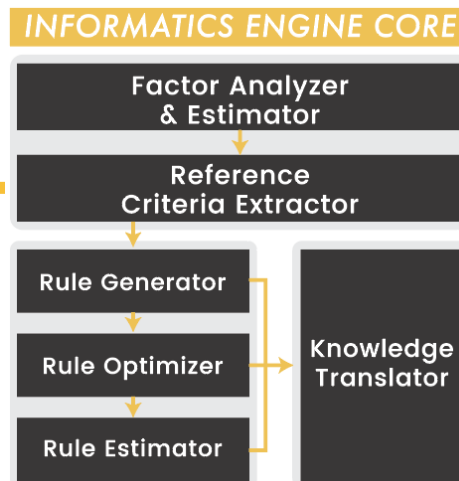
DATA ANALYSIS

STRESS CARE CONTENTS

Pulse wave measurement through smartphone camera



Measured factors
Autonomic Nervous Balance
Sympathetic Nerve activity
Parasympathetic nerve activity
Autonomic Nerve's activity
heart rate variability

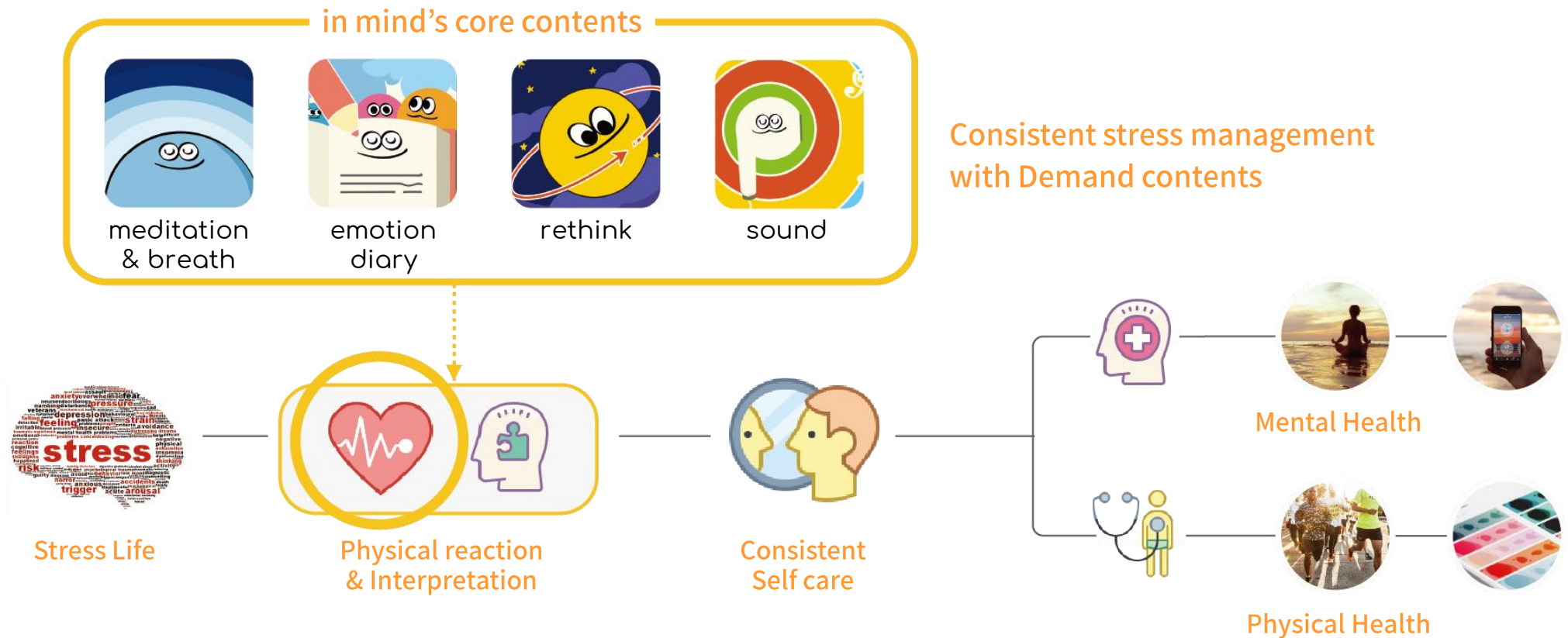


in mind's Contents


- Meditation
- Emotion Diary
- Rethink
- Sound


in mind's approach

Healing sound, Breathing, Meditation, and Cognitive Therapy does not cause any symptoms from consistent stress-related stimuli by engaging the mechanism where they occur and by alleviating the reactions to them.



Meditation & breathing

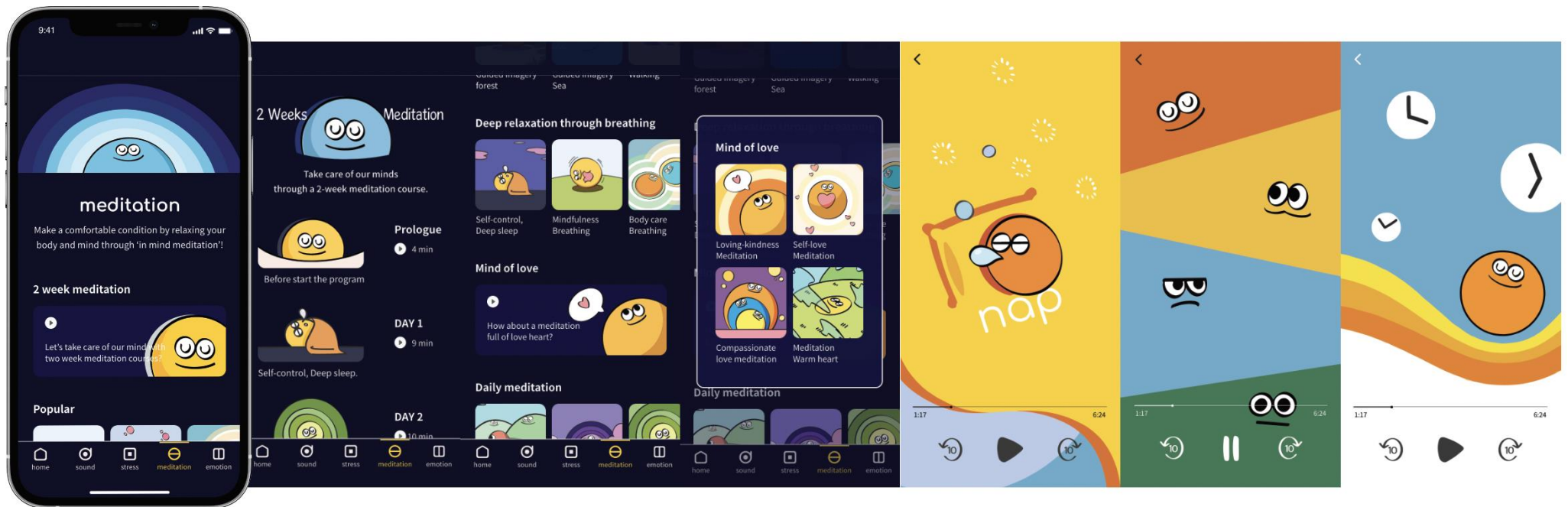


Meditation 

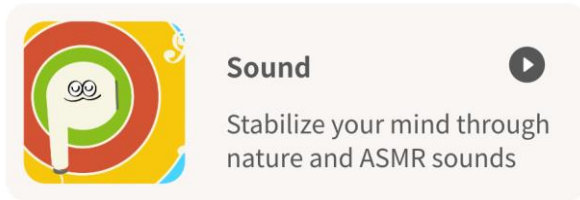
Manage your heart through meditation and breathing

It helps you focus at the moment through breathing which induces relaxation and stability to the body.

Awakens your kindness and warm heart endlessly to bring about mental stability.

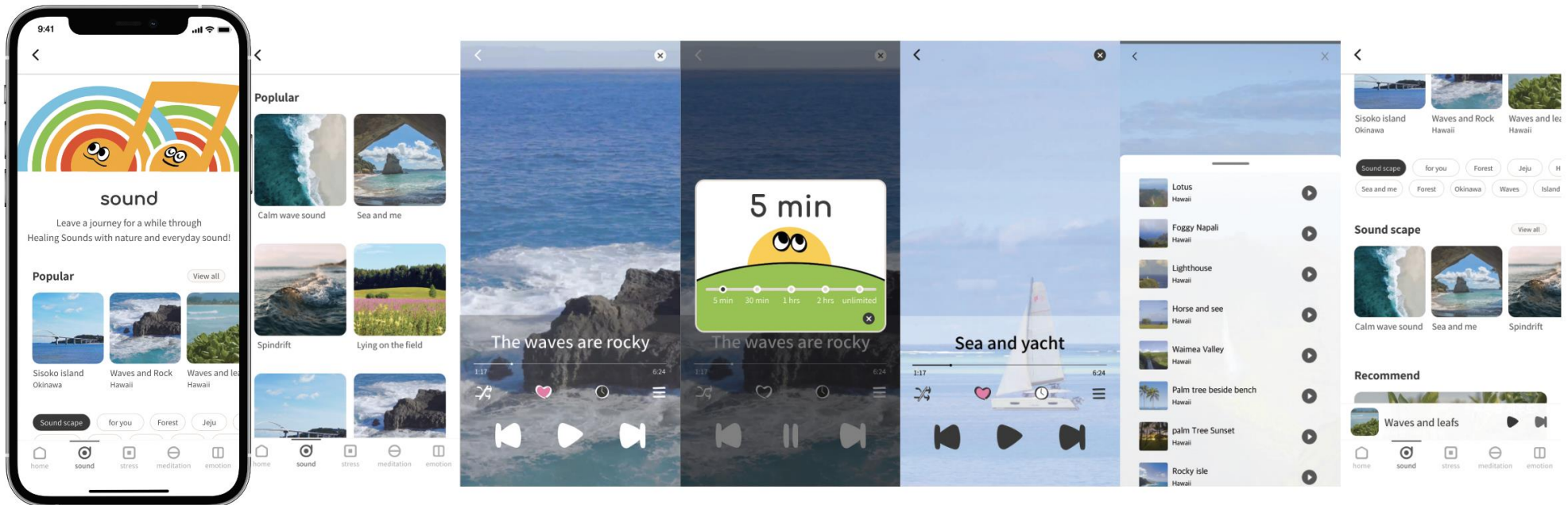


sound





It induces users to improve their concentration and productivity through comfortable white noise made in nature. We provide users with a high level of healing sound service that directly photographs and records nature such as Jeju, Okinawa, and Hawaii.

It induces users to improve their concentration and productivity through the white noise that can be heard in their daily lives. in mind's ASMR blocks surrounding noise and induces stable brain waves to improve concentration and memory, and provides white noise content that is effective in inducing mental and physical stability.



emotion diary and rethink



Emotion Diary 

Record my feelings that came to mind today

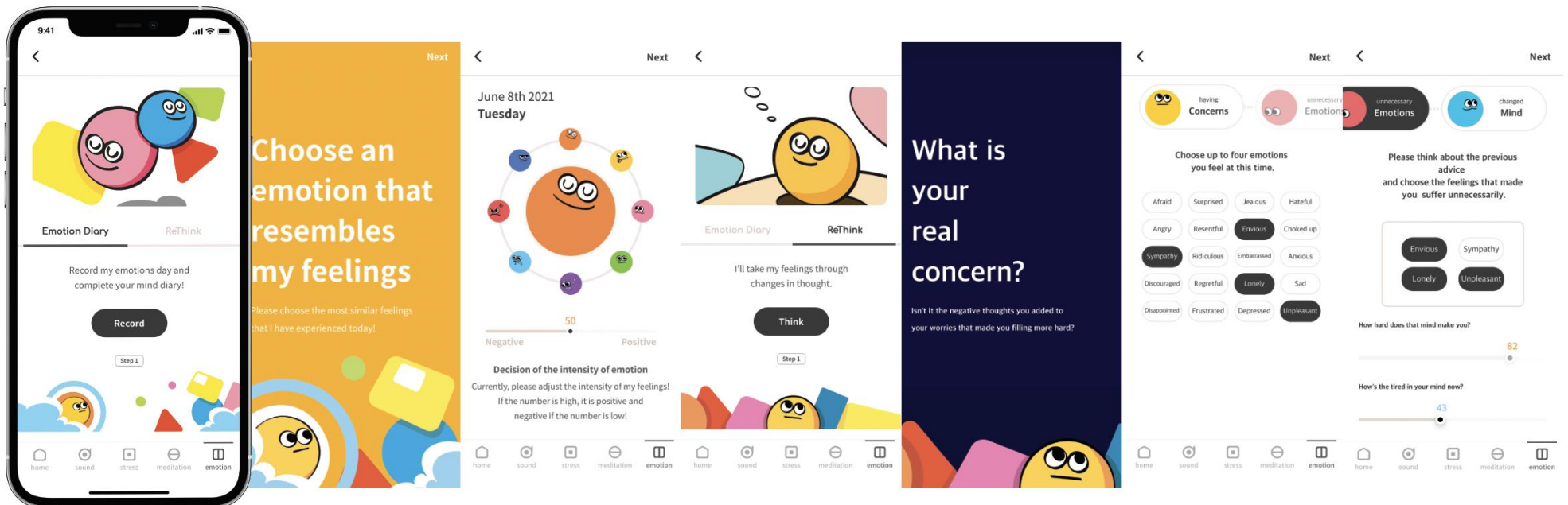
It is content that helps you feel positive energy by **enhancing your understanding of yourself**. It provides cognitive therapy program services that can enhance understanding of yourself by recording the user's emotional state. By graphing monthly data, you can see changes in the monthly user's emotional state at a glance.



ReThink 

Think once more to change my thinking

A program that **simplifies cognitive therapy**. It is a simplified version of the cognitive therapy program that spans 1) situational awareness, 2) emotional awareness, 3) thought recognition, 4) cause identification. Cognitive therapy is effective through the process of inducing specific emotions and revisiting ideas. It is a cognitive therapy technique based on the theory that the user's thoughts about the situation evoke emotions, not feelings about the situation.




in mind service 5 min curriculum

In order to use the 'in mind' app service more efficiently, we will guide you through the daily app service curriculum. By using the 'in mind' app service following the cycle below, you can manage stress in your daily life more efficiently.

5 minutes
every morning




How about this?


 **Emotion Diary** ▶
Record my feelings that came to mind today

 **ReThink** ▶
Think once more to change my thinking

Check your stress through the PPG stress measurement program and use the content of the recommended content provided by 'in mind' every morning for 5 minutes!

5 minutes
anytime


 **Meditation** ▶
Manage your heart through meditation and breathing

 **Sound** ▶
Stabilize your mind through nature and ASMR sounds

 **ReThink** ▶
Think once more to change my thinking

Whenever you have a lot of thoughts during the day, use 'in mind's various healing contents!

5 minutes
every night

 **Emotion Diary** ▶
Record my feelings that came to mind today



emotion diary

A diary of my emotions

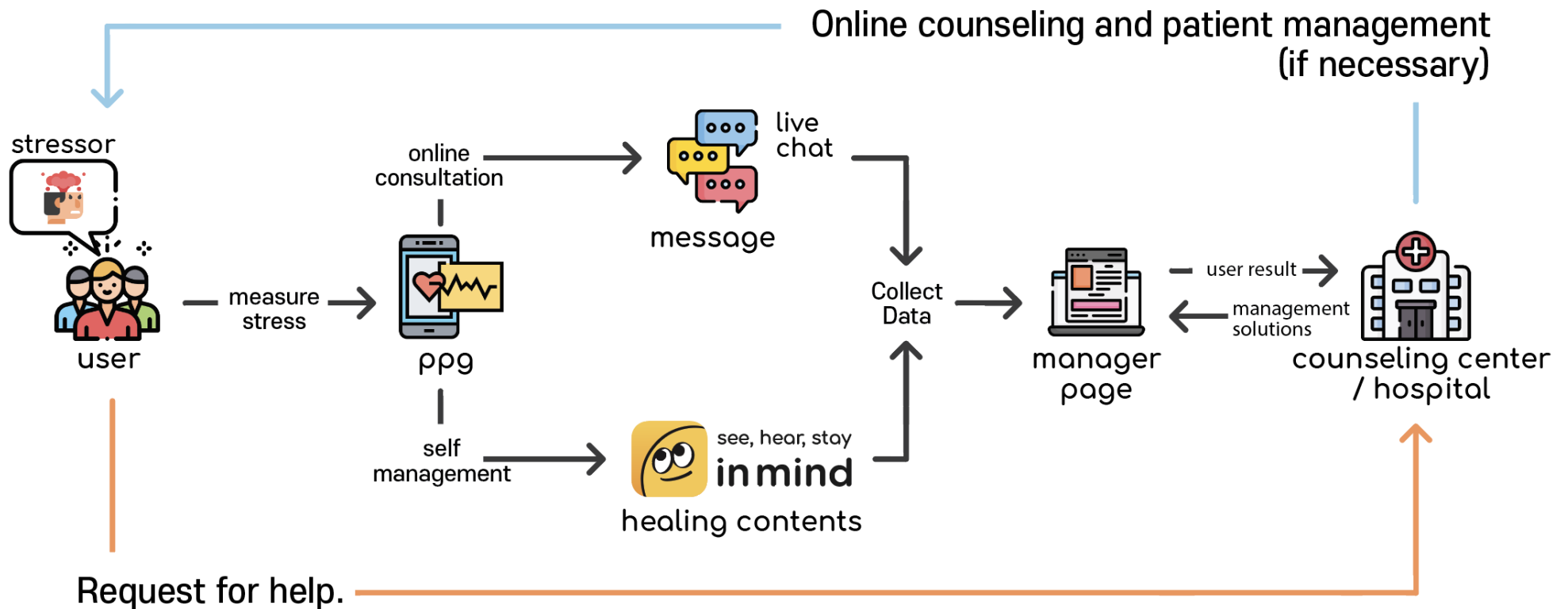
Record

Remember today's emotions for 5 minutes before sleeping, and finish your day!

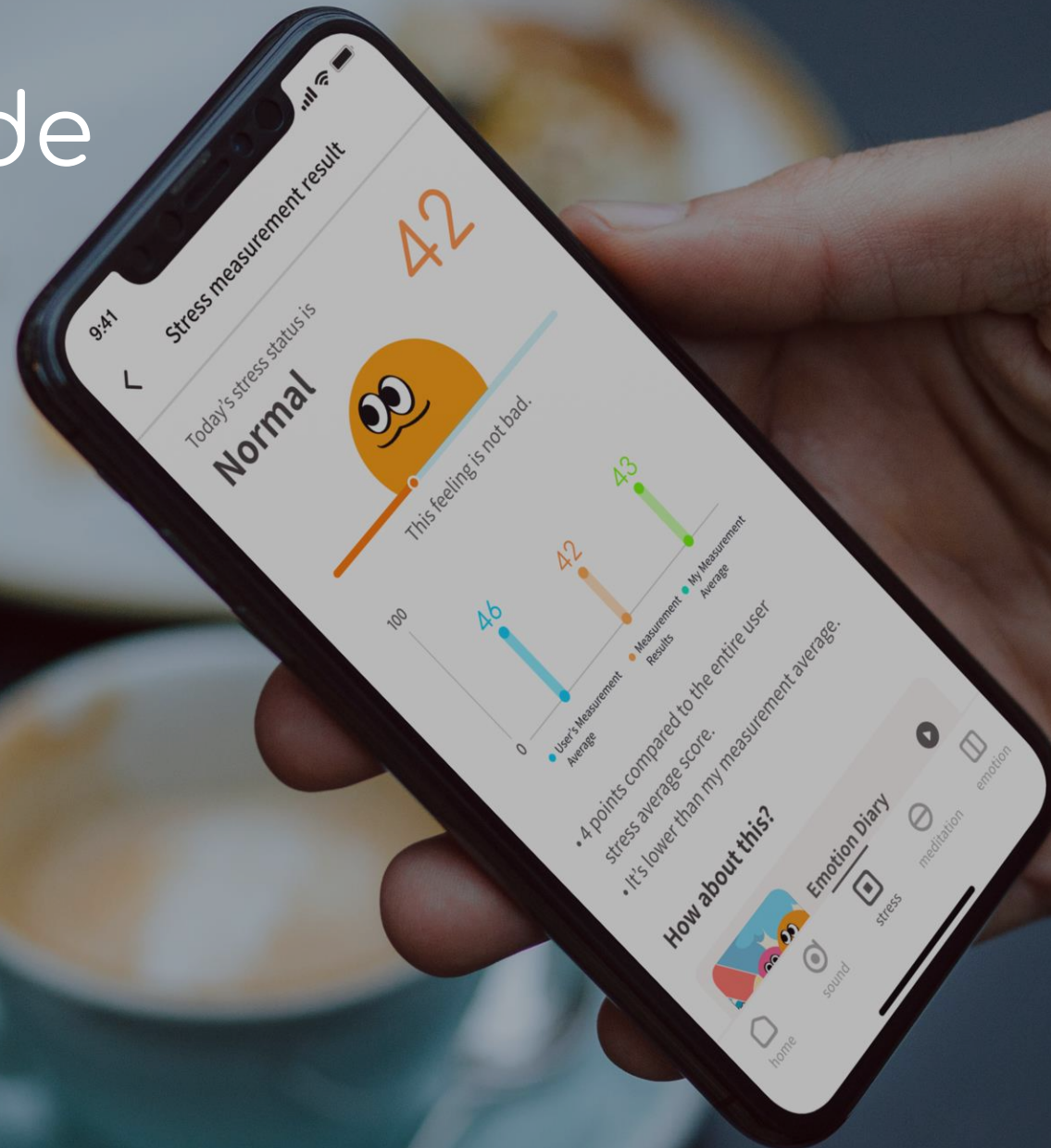
in mind service business model

We focus on managing stress in user's daily life.
We present a service model structure that even provides online stress self-management services and offline counseling.

1. Self-management of stress - Self-management in daily life from stress measurement, analysis, and healing contents.
2. Online counseling - in mind serves as a channel for online counseling.
3. Offline treatment counseling – For users suffering from serious mental health problems, it also applies to inducing offline counseling.



in mind user's guide



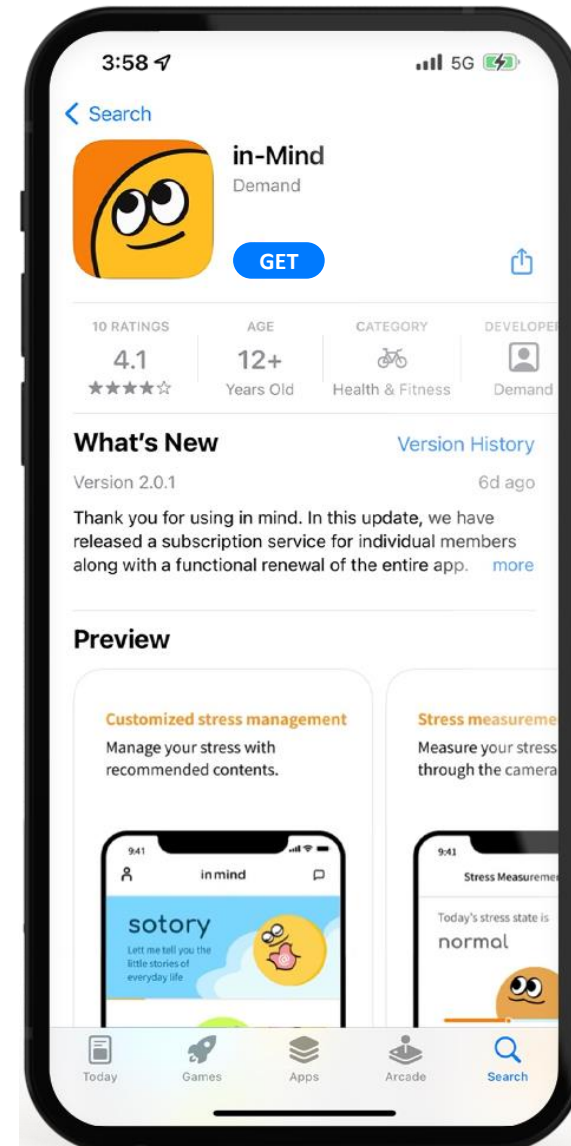
Download the in mind app



- ① Search "in mind" in the Apple App Store.
- ② Install the app 'in mind'.

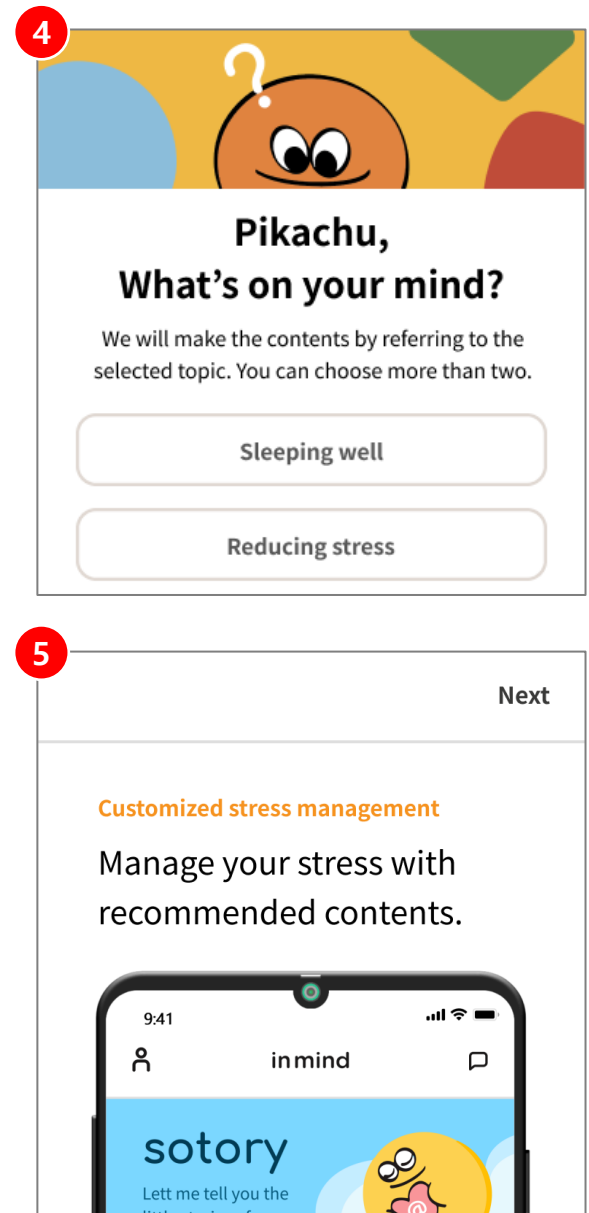
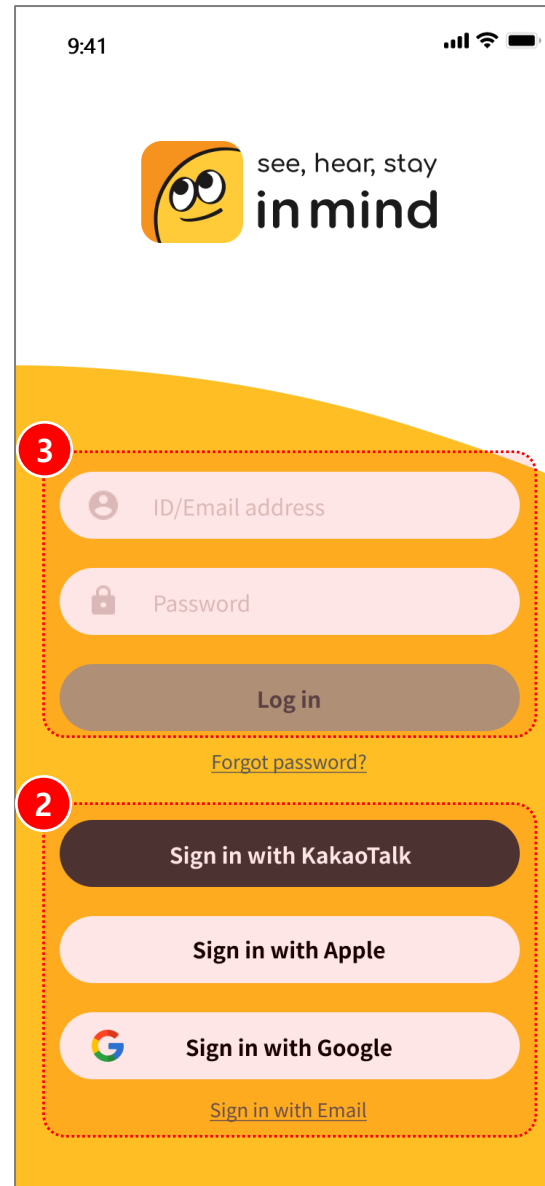


- ① Search for "in mind" in the Google Play.
- ② Install the app 'in mind'.



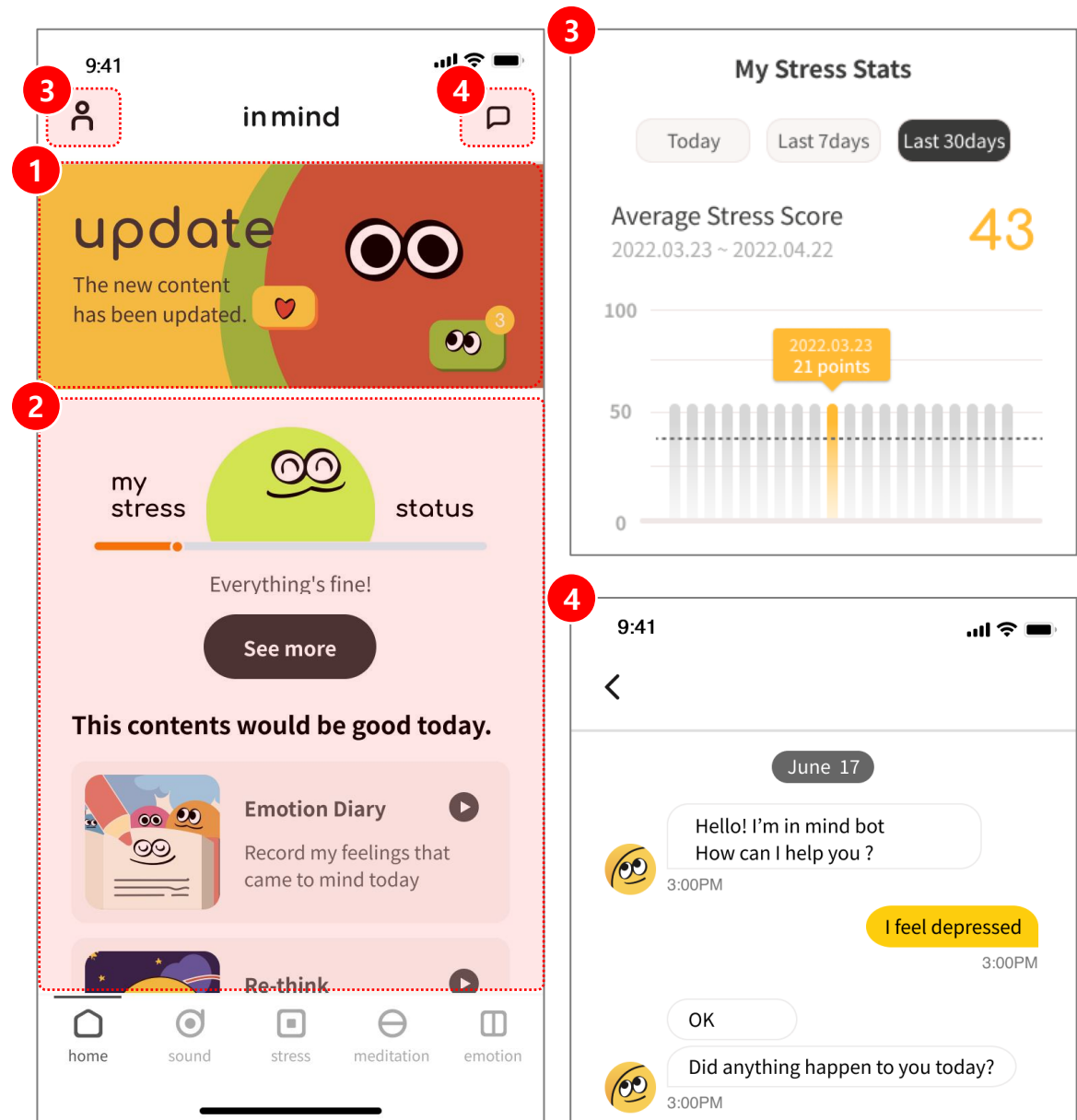
Log in - Tutorial

- ① Run the installed in mind.
- ② When running in mind for the first time, sign up for membership first.
- ③ Log in with the account you created.
- ④ When you log in for the first time, we perform a preference survey for your content. (Preference survey details will be reflected in future content development.)
- ⑤ After the preference survey, a brief introduction page about in mind is provided.



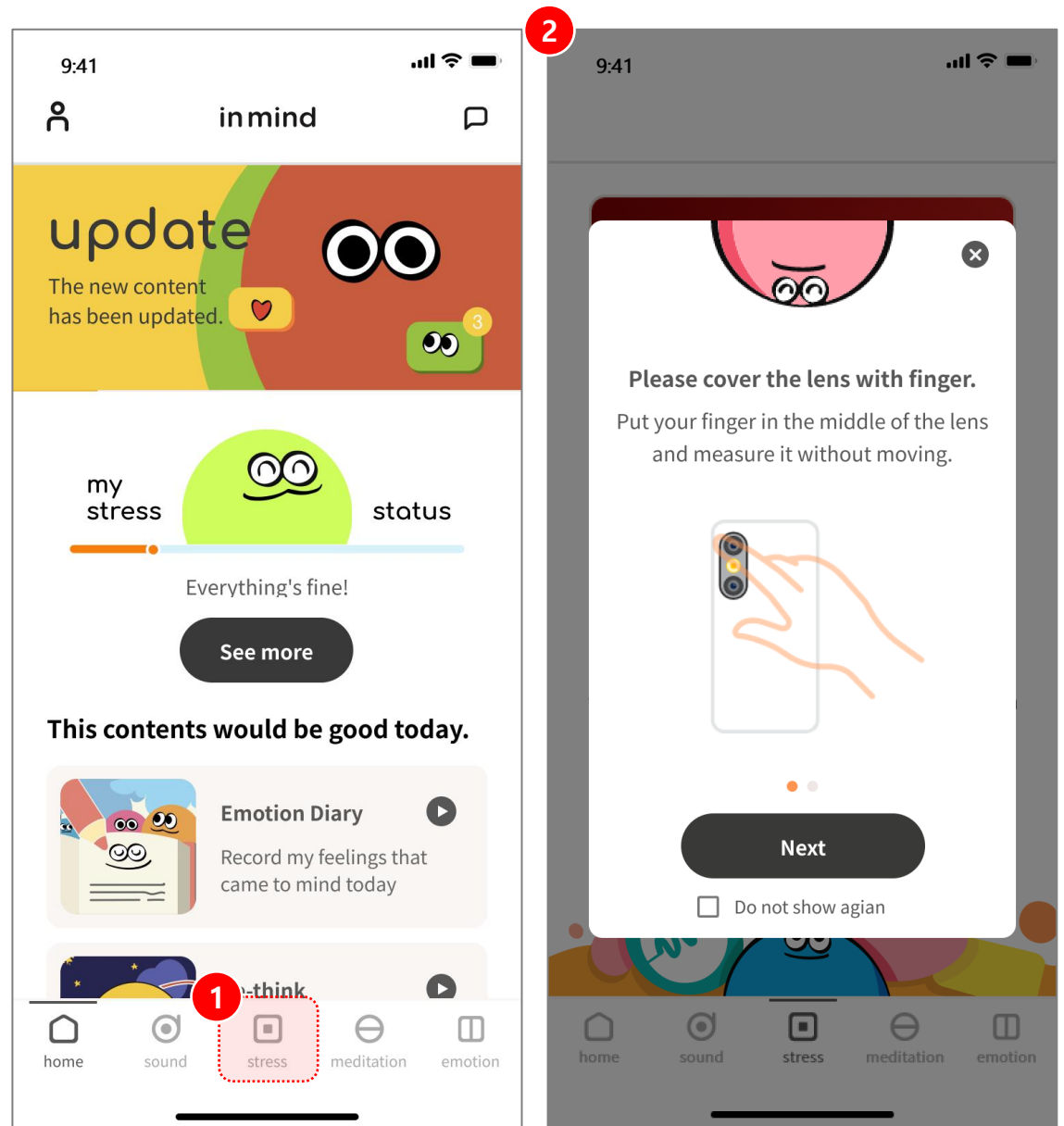
Home - Menu

- ① We deliver new news in mind, such as updates, announcements, and events.
- ② We present today's recommended content after stress (PPG) measurement or the latest stress index.
- ③ You can check your information by clicking the button in the upper left corner. It consists of stress statistics, content usage statistics, and setting buttons.
- ④ If you press the button on the top right, you can inquire about use or request a consultation with a counselor.



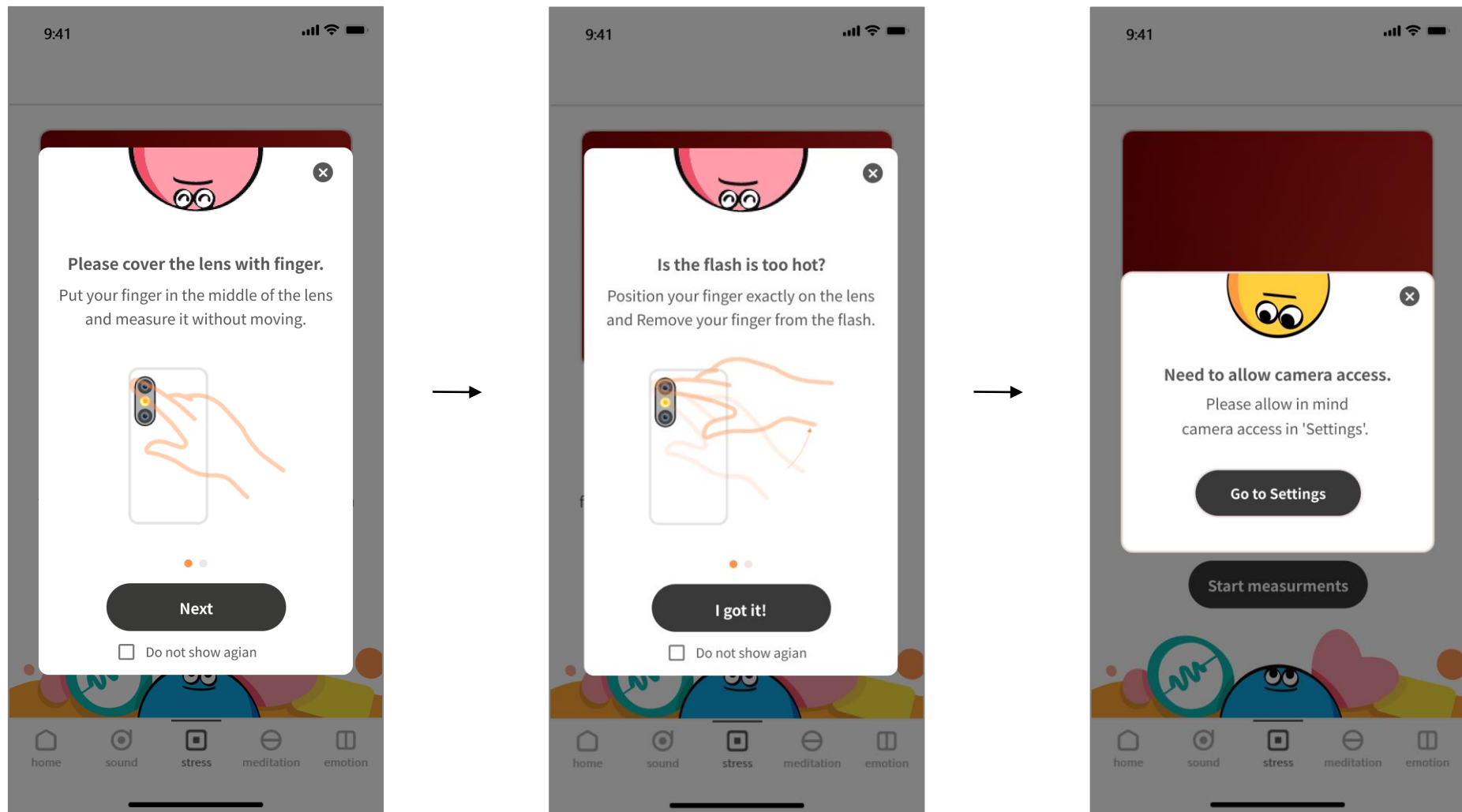
Stress(PPG) Measurement

- ① Press the Stress Measurement button on the lower tab.
- ② When you access the first stress measurement page, instructions on how to use it and a camera access permission pop-up are displayed.



Stress(PPG) Measurement

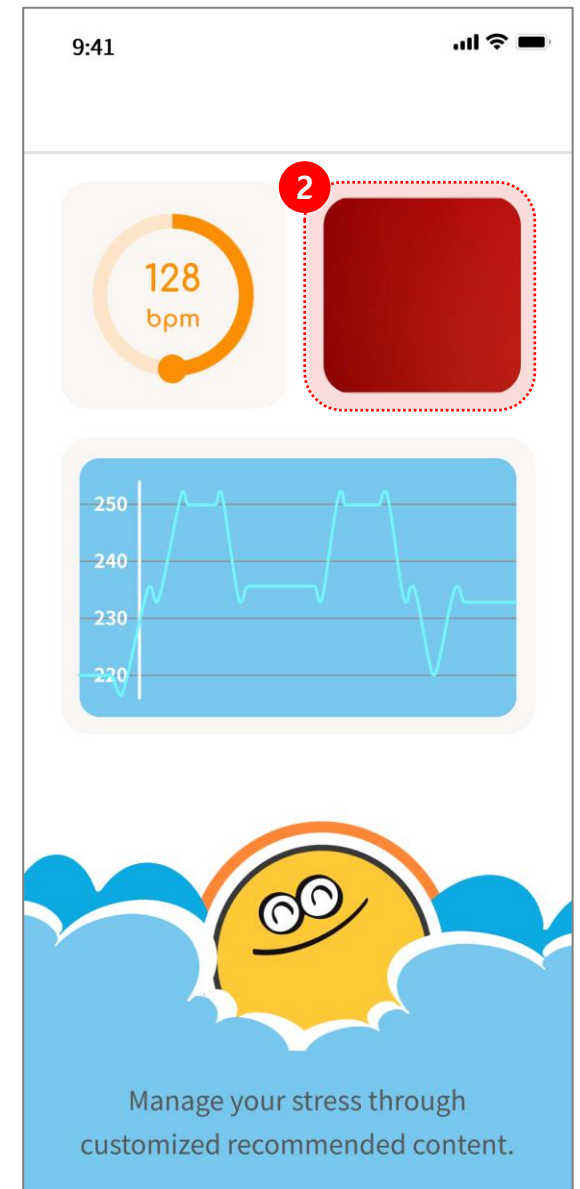
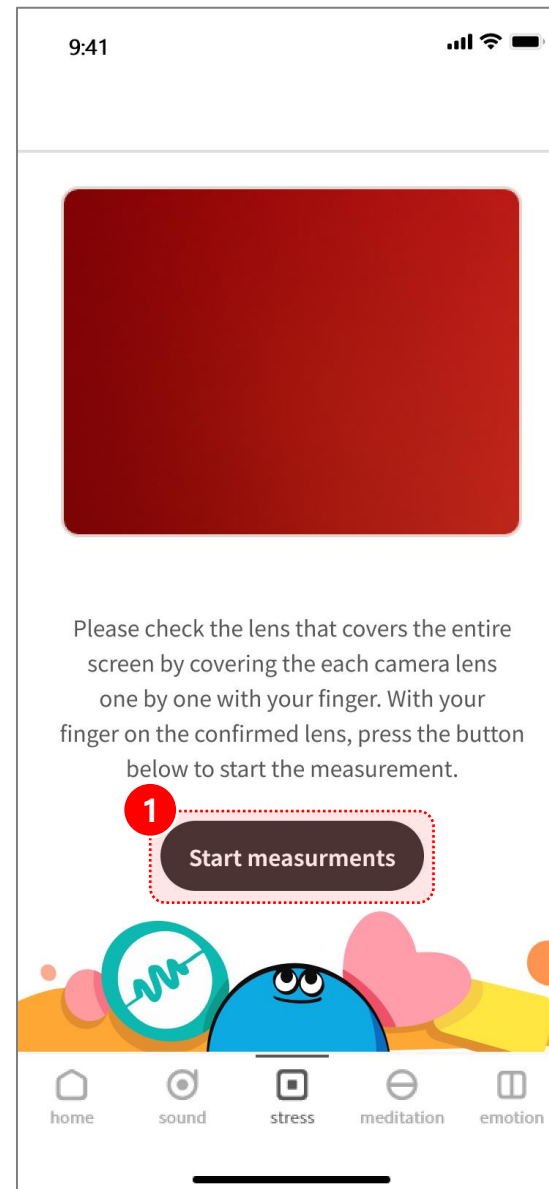
Be sure to check the pop-up information that appears before the stress measurement and proceed with the stress (PPG) measurement.



Stress(PPG) Measurement

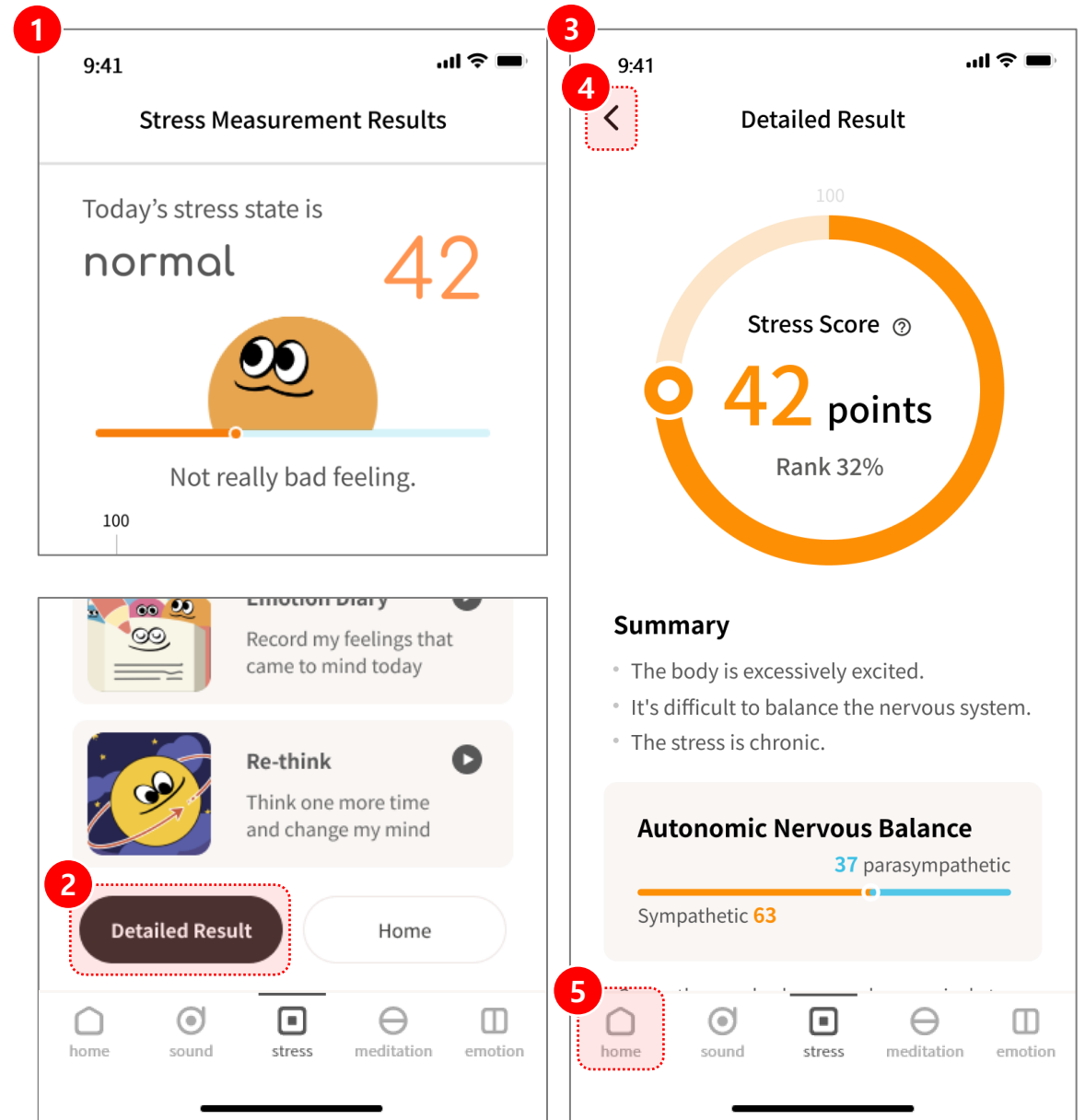
- ① Cover the rear camera lens with your finger and press the Measure My Stress button to start the stress measurement.
- ② On the right preview screen, you can check whether the position of your finger is well covering the camera lens.

The stress measurement takes about 1 minute.



Stress(PPG) Measurement

- ① When the stress measurement is completed, you can check the stress result as follows.
- ② If you want to know the detailed results of your stress, scroll down and click the Check Details button at the bottom of the screen.
- ③ You can check the detailed stress measurement results.
- ④ You can return to the previous screen by pressing the “Back” button on the top left.
- ⑤ Press the “Home” button to go to the home screen.



Precautions when measuring stress (PPG)

If the flash is too hot to make measurements difficult, the measurement should be carried out by placing **your finger only on the camera lens and avoiding direct contact with the flash.**

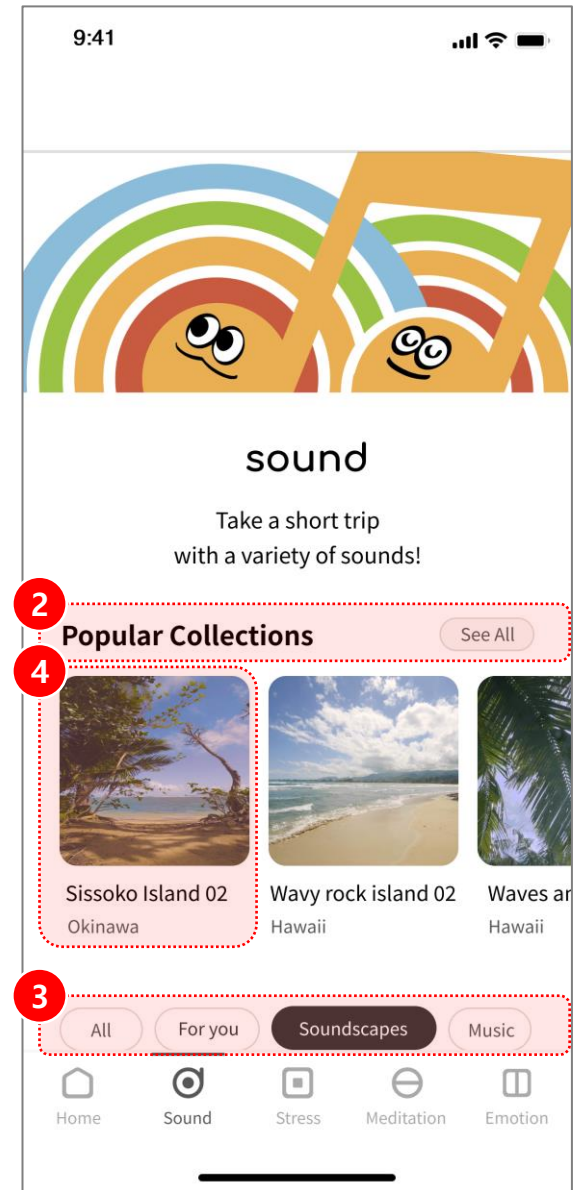
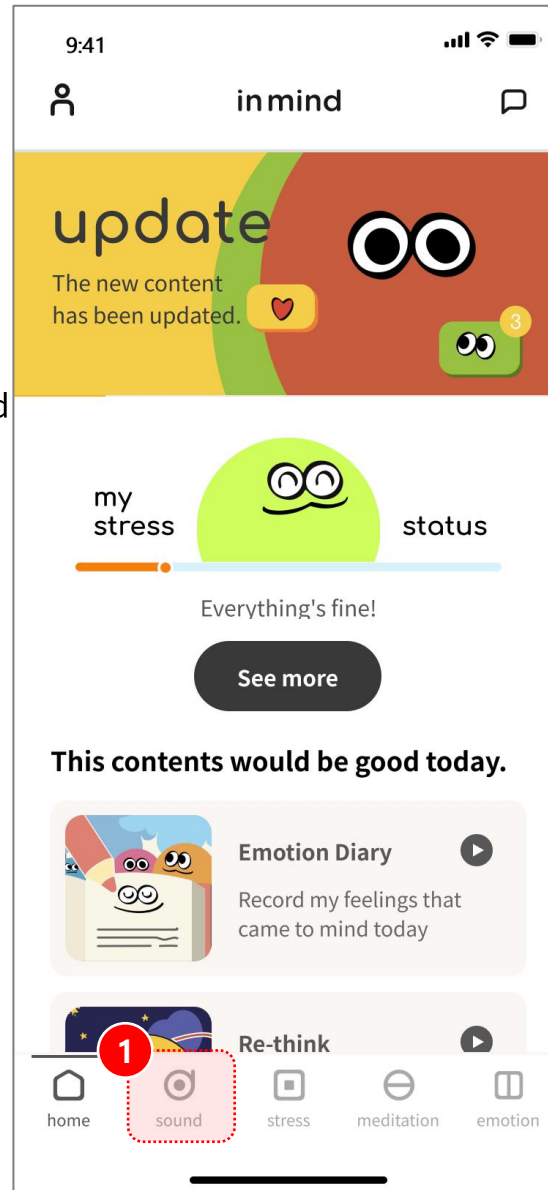
* The flash acts as a measurement aid, so the measurement will not be interrupted even if your finger is away.



As shown in the picture on the left, if the flash is too hot while measuring while covering the camera flash, it is okay to **measure with only the camera lens completely covered.**

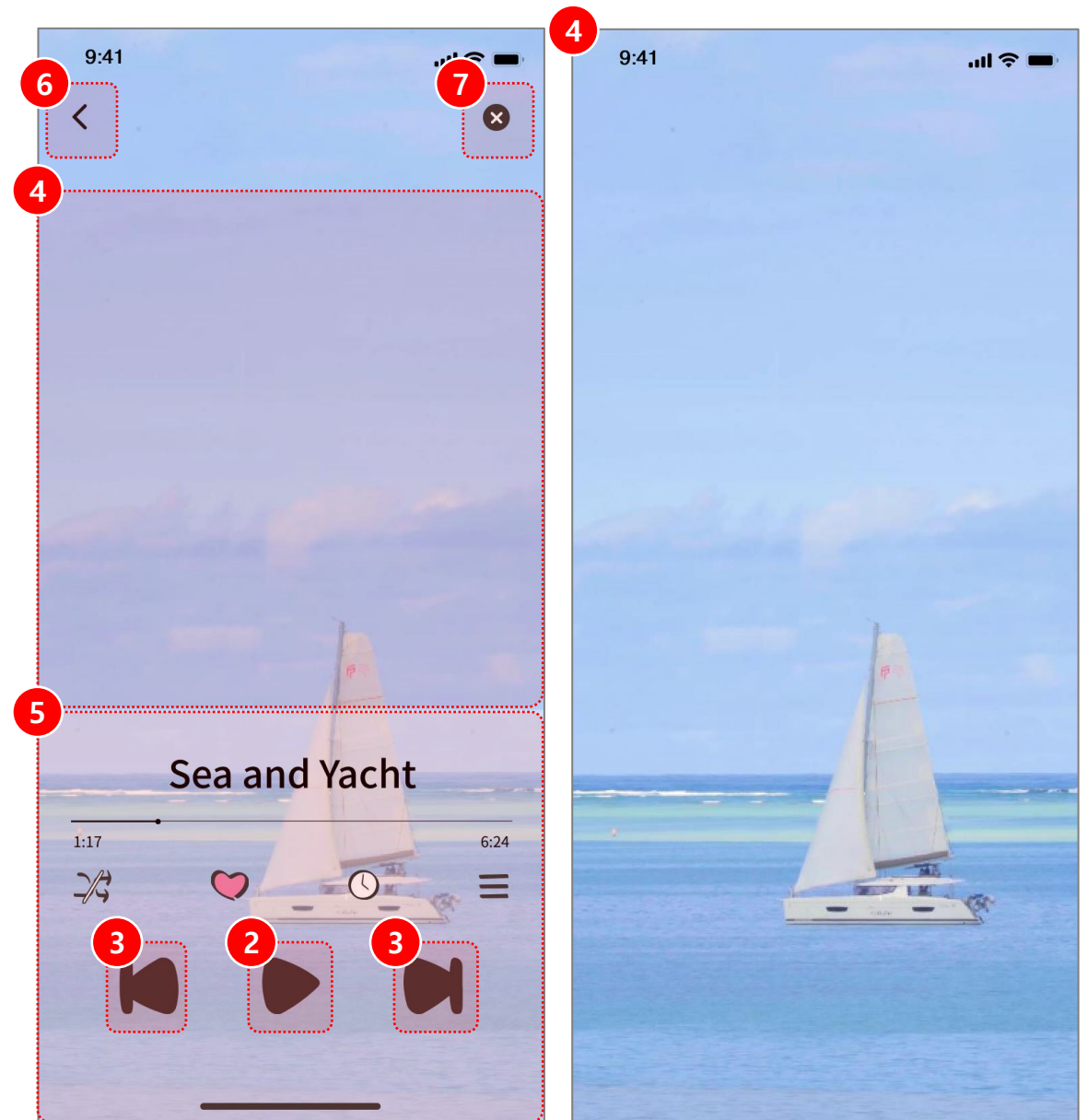
Sound

- ① Tap Sound in the tab area at the bottom.
- ② Popular collections recommend content that has received a large number of likes.
- ③ Sound is provided by categorizing content into for you, soundscapes, music, concentration, travel, and more.
- ④ Try clicking the sound at the top of the playlist.



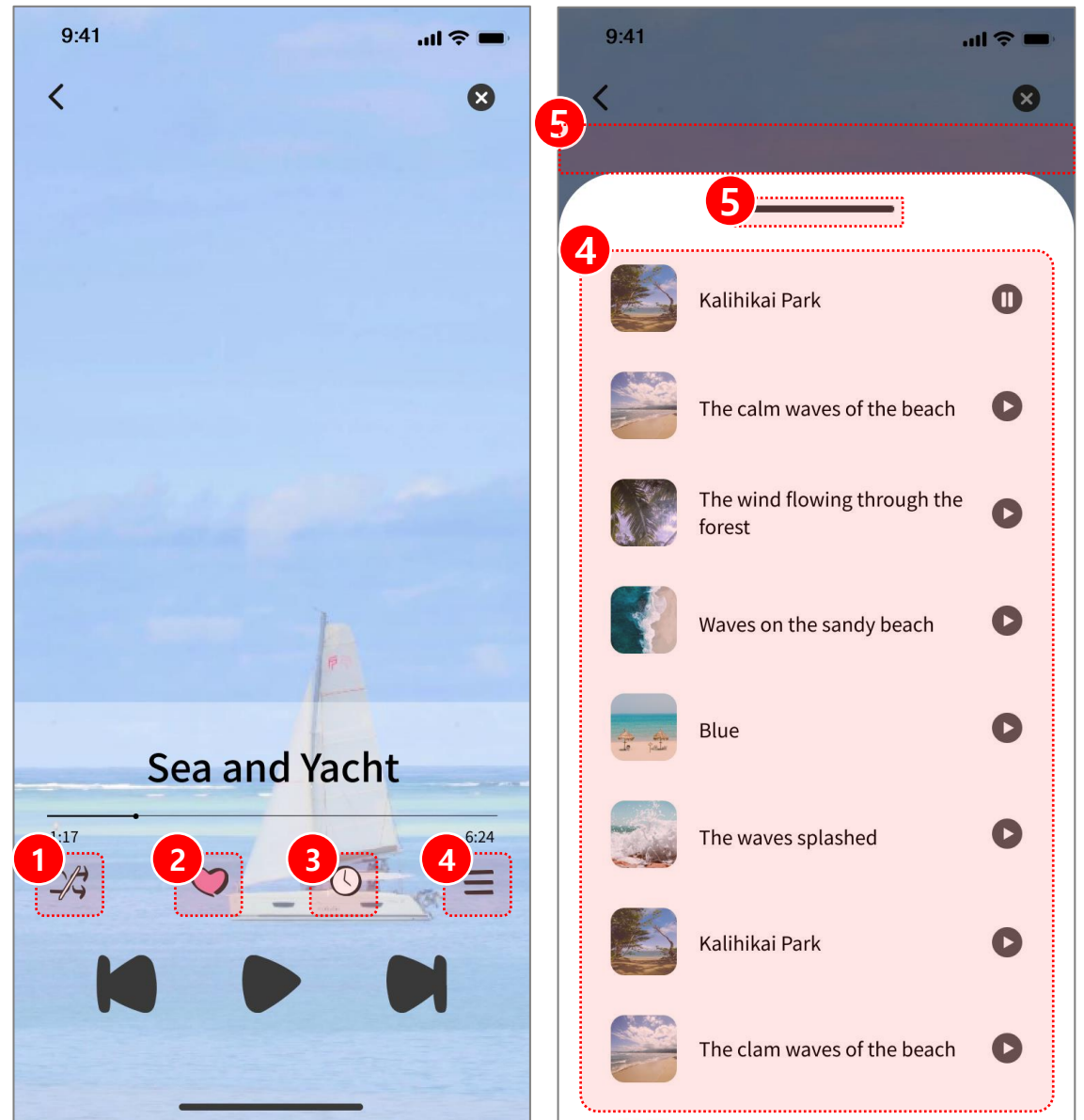
Sound

- ① The content is played as a video.
- ② Play/Pause function.
- ③ You can switch the sound source forward or backward (in list order).
- ④ If you tap on an empty space, you can watch the video without the control area disappearing.
- ⑤ Tap the screen again and the adjustment tools will reappear.
- ⑥ You can return to the content list screen by tapping the “Back” button at the top left. If you tap the “Back” button, the content will still play.
- ⑦ Press the “End” button to end sound source playback.



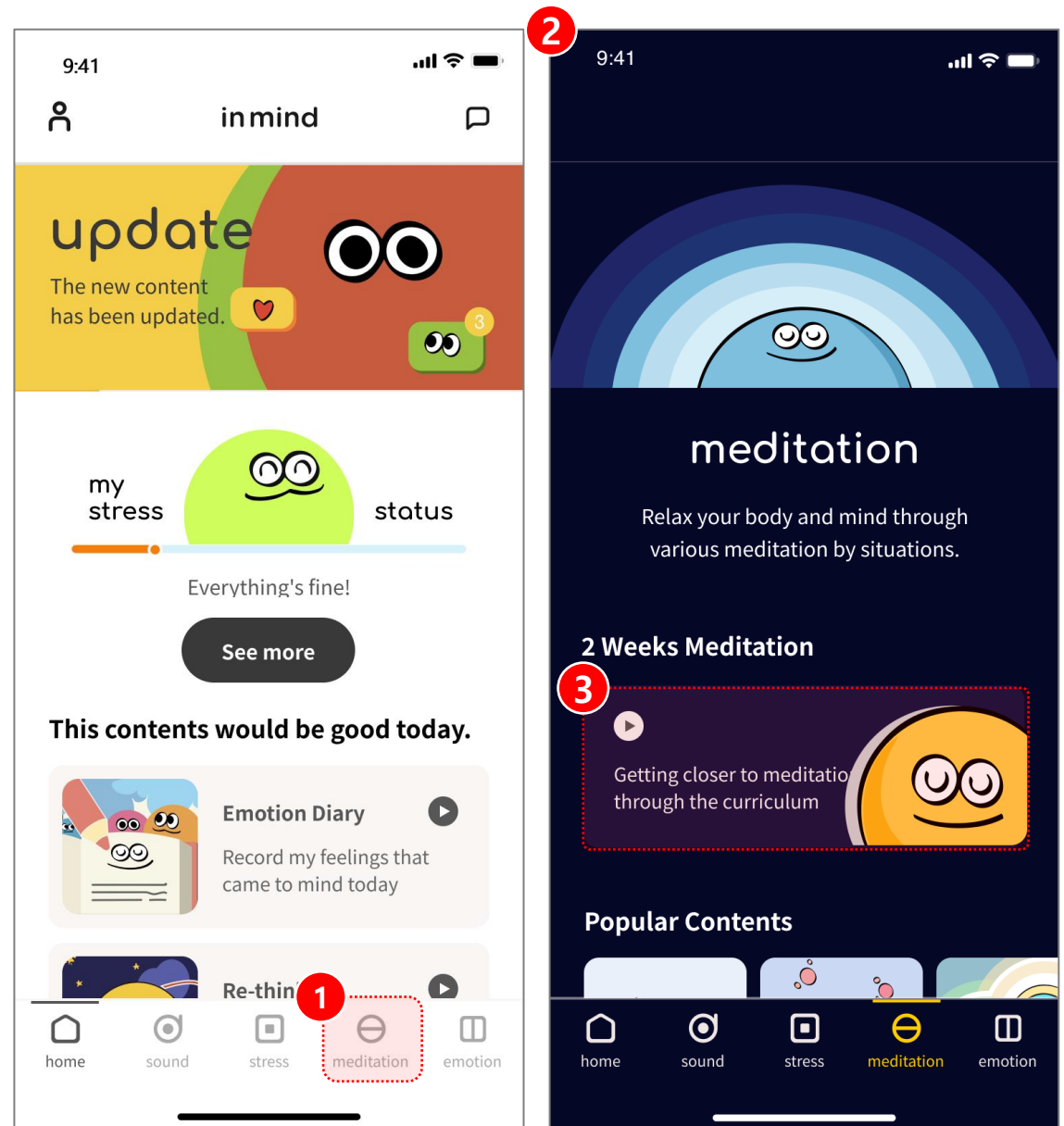
Sound

- ① Randomly change the playback order. It can be turned on and off with a tap.
- ② Mark the video as 'Like'. Videos that have been liked are added to the 'for you' category, and videos that have received a large number of likes are exposed to popular collections.
- ③ Set the timer. By default, 15 minutes is set, and it can be set to 30 minutes, 60 minutes, and unlimited repetitions.
- ④ You can check the playlist. You can select the video in the list and play the sound you want.
- ⑤ If you tap an empty space or tap the bar, the list screen disappears.



Meditation

- ① In the tab area at the bottom, tap Meditation.
- ② Meditation provides breathing meditation contents for each situation, such as a 'two-week meditation curriculum' for those who are using the breathing meditation method for the first time, 'when you want to fall into a deep sleep', and 'when you want to feel a moment of freedom'.
- ③ Try the two-week meditation curriculum.



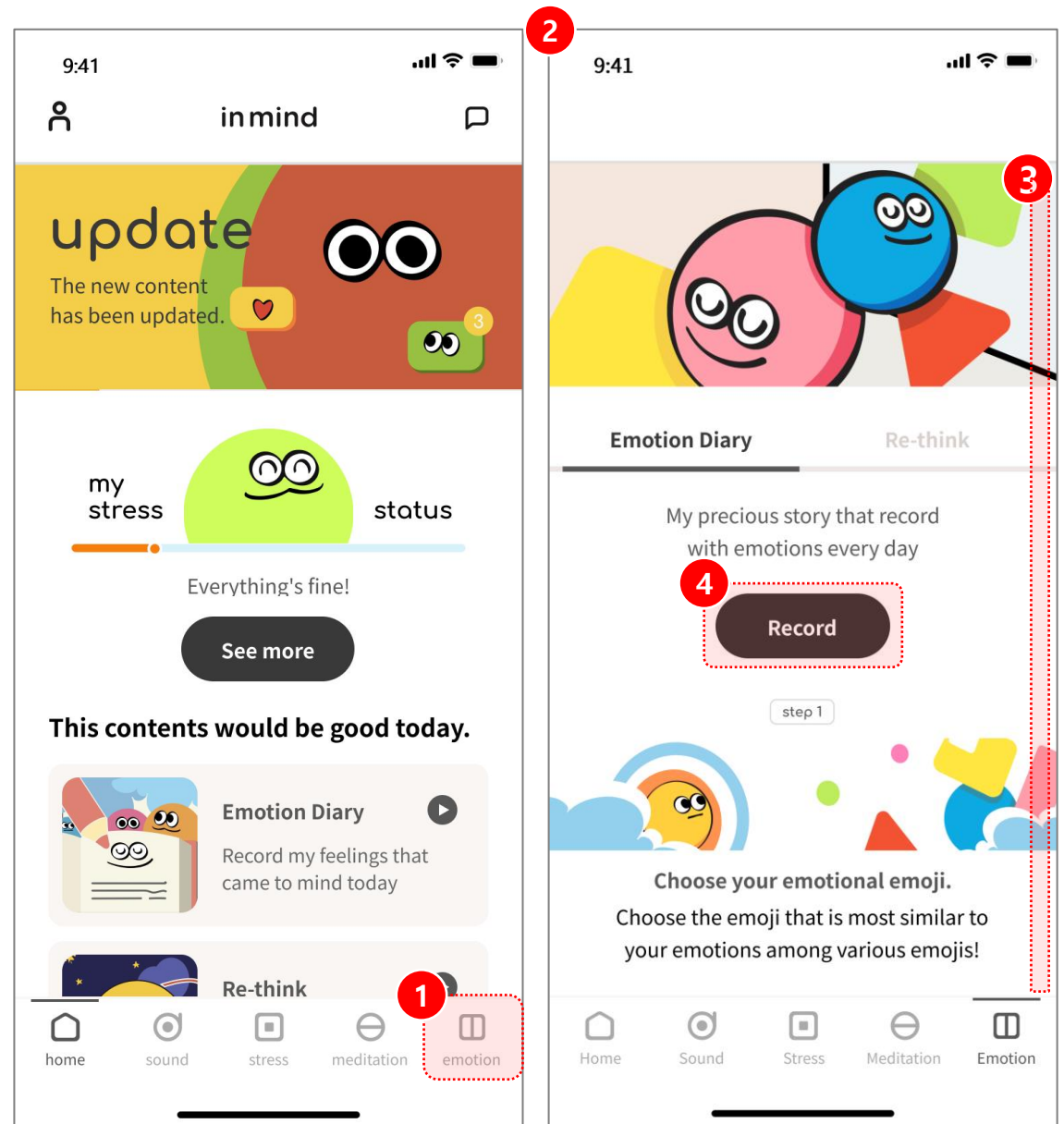
Meditation

- ① Try tapping the prologue.
- ② Breathing meditation content is played.
- ③ Play/pause function.
- ④ You can rewind the content by 10 seconds.
- ⑤ You can fast forward content by 10 seconds.
- ⑥ Tap the back button to return to the content list screen. Tap the back button to end content playback.



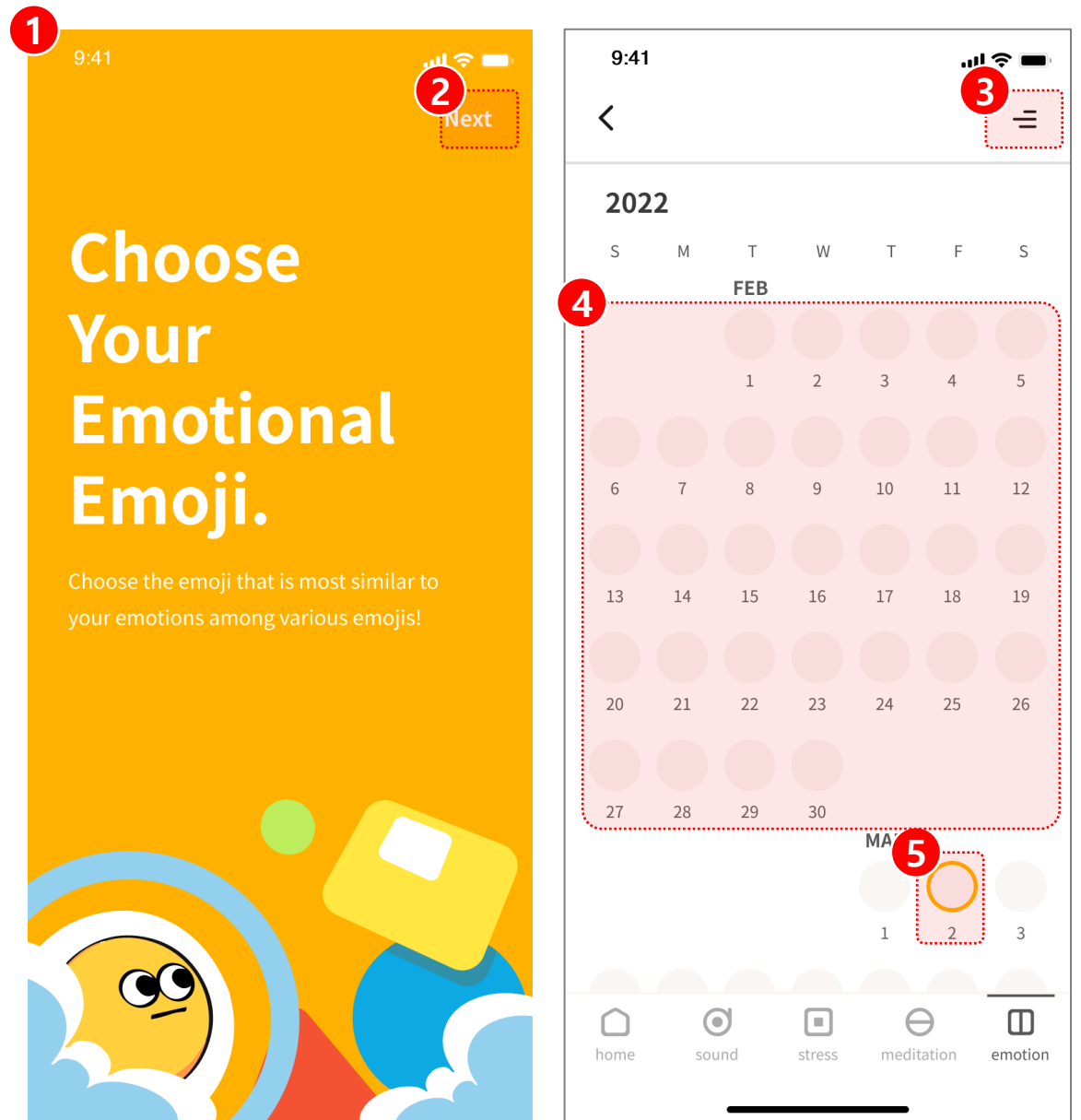
Emotion diary

- ① In the tab area at the bottom, tap Emotions.
- ② In the Emotion tab, you can select the programs 'Emotion Diary' and 'Re-think', which are programs based on cognitive therapy.
- ③ Scroll down to see how to proceed with the "Emotion Diary".
- ④ Tap Record to run the emotion diary.



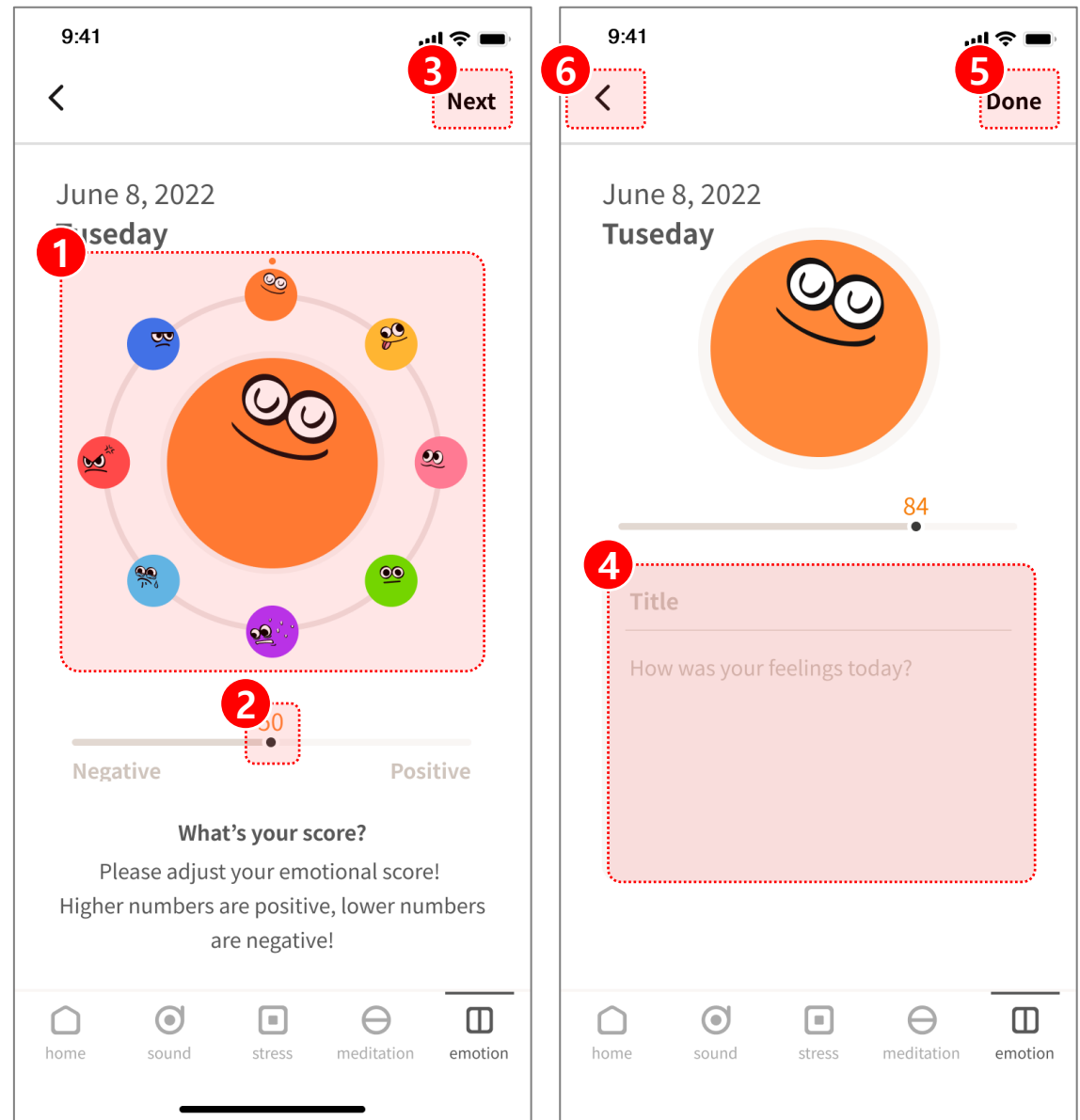
감정일기

- ① When you run the first emotion diary, a guide screen is provided.
- ② Press the Next button to move to the next guide screen. Three guide screens are provided.
- ③ You can check your monthly sentiment history by tapping the graph button.
- ④ If you tap the desired date, you can create an emotional diary for that date.
- ⑤ Today's date is indicated by a yellow circle. Try selecting that date.



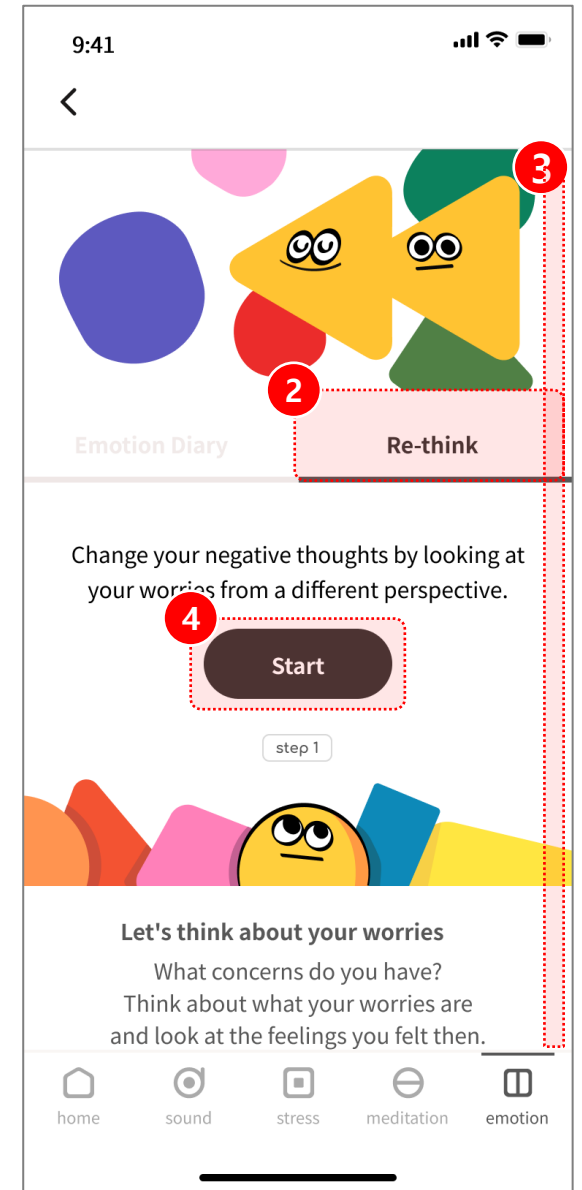
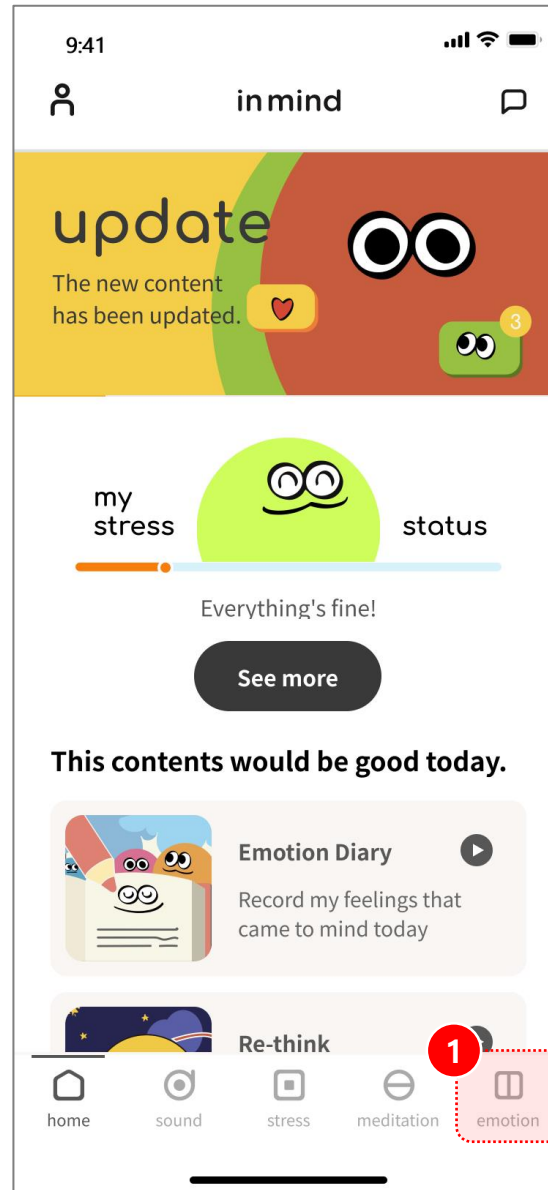
Emotion diary

- ① Tap and select an emoji that resembles your emotion today among 8 types of emotions. When you select an emoji, the selected emoji is displayed in the center circle.
- ② Tap and drag the circle to set the score for the emotion. Left-leaning indicates a negative emotional state, and right-biasing indicates a positive emotional state.
- ③ After setting the emotional score, tap the Next button to proceed.
- ④ Enter the title and content of the diary.
- ⑤ Tap the Done button to complete the sentiment diary.
- ⑥ If you want to edit the emoji or emotion score, you can tap the back button to return to the selection screen.



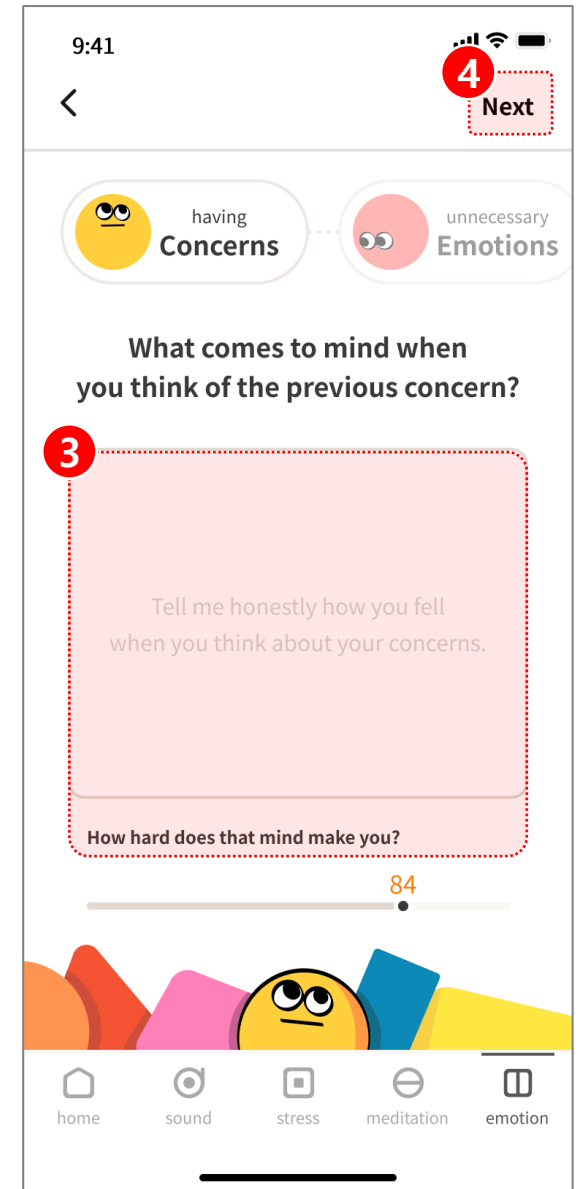
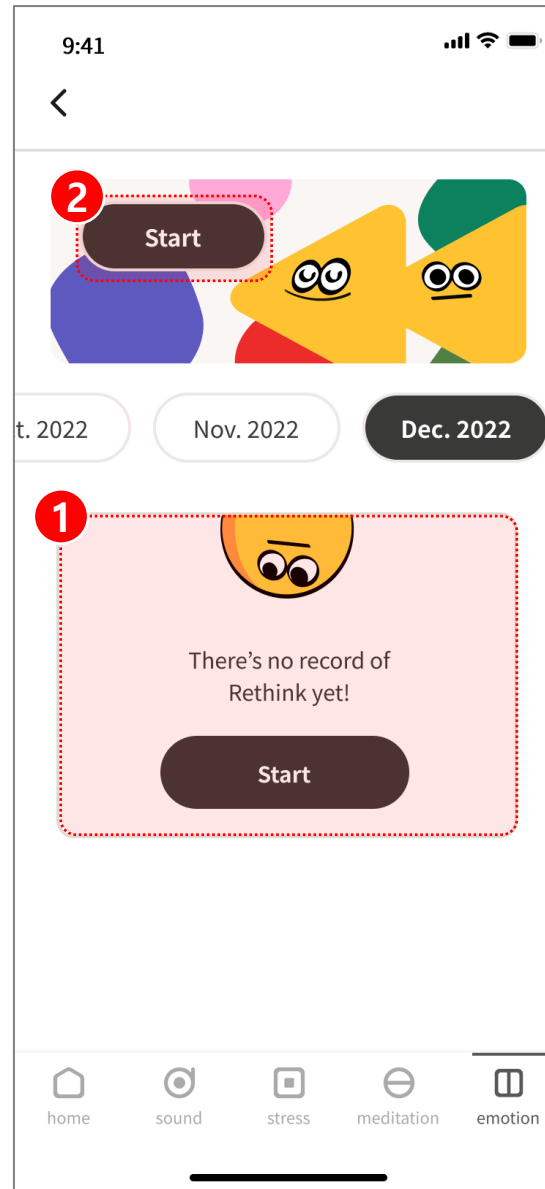
Re-think

- ① In the tab area at the bottom, tap Emotions.
- ② On the screen break, tap Re-think to select it.
- ③ Scroll down to see how to proceed with “Re-think”.
- ④ Tap the Explore button to start thinking again.



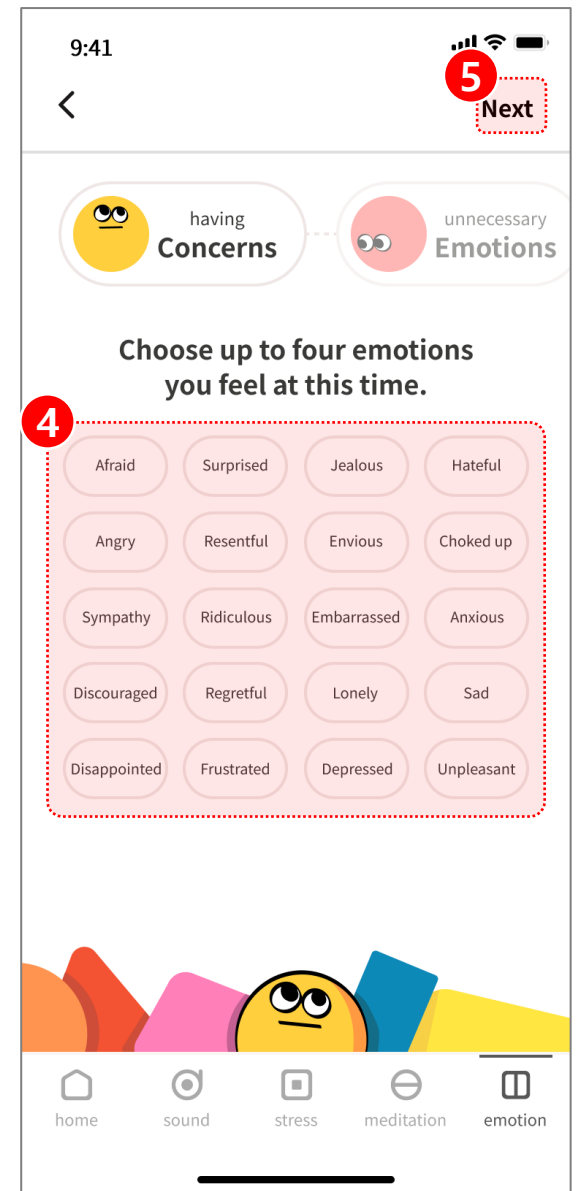
Re-think

- ① If you recorded your thoughts again, you can check the details of the written post.
- ② Tap Record to try writing your thoughts again.
- ③ I try to write specifically about a situation that bothers me.
- ④ Tap the Next button to continue the session.



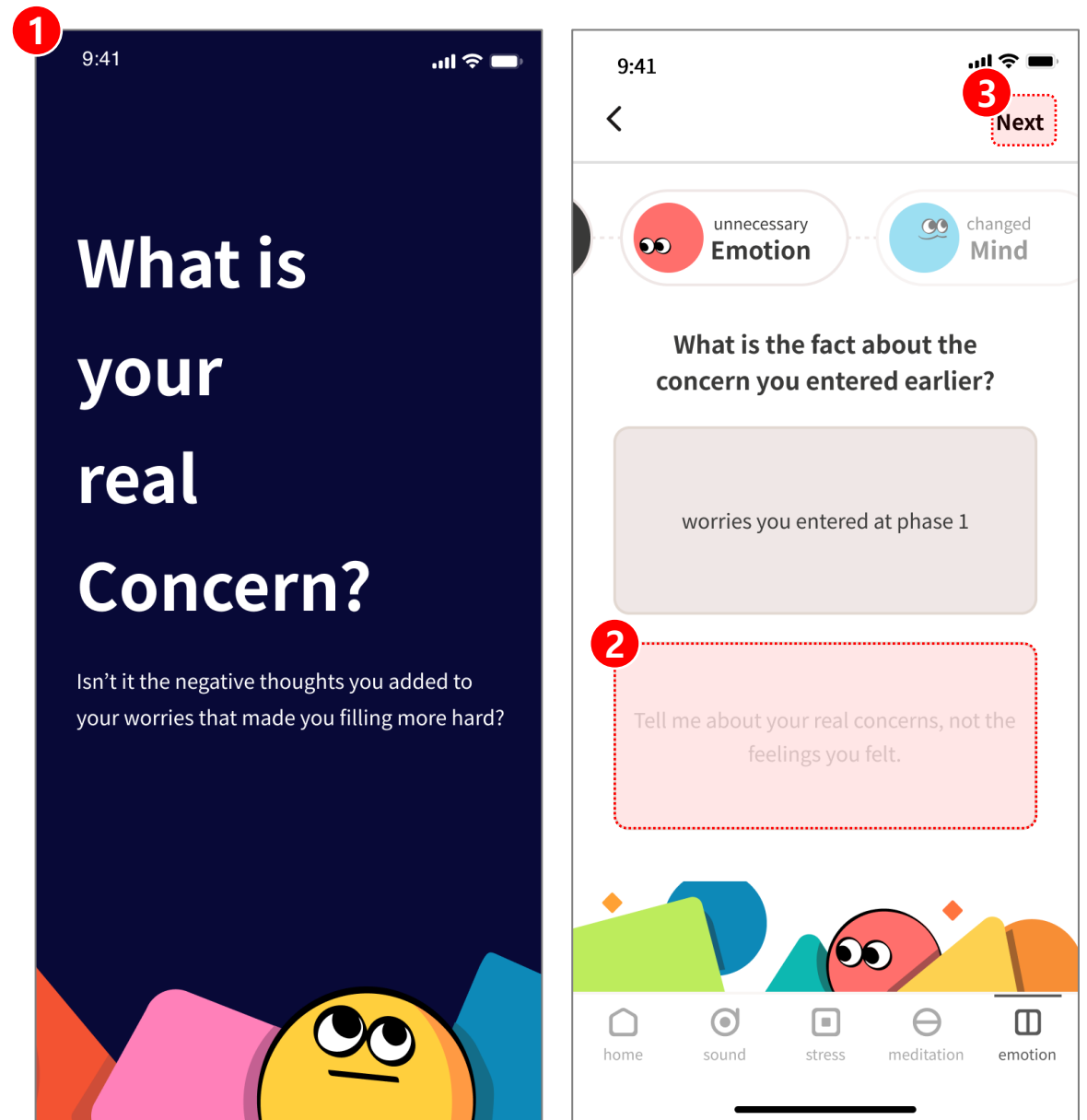
Re-think

- ① I write honestly how I feel when I think of my worries.
- ② Let's set the intensity of how hard and negative that mind made me.
- ③ Tap the Next button to continue the session.
- ④ Choose the emotion you felt at this time.
(Up to 4)
- ① Tap the Next button to continue the session.



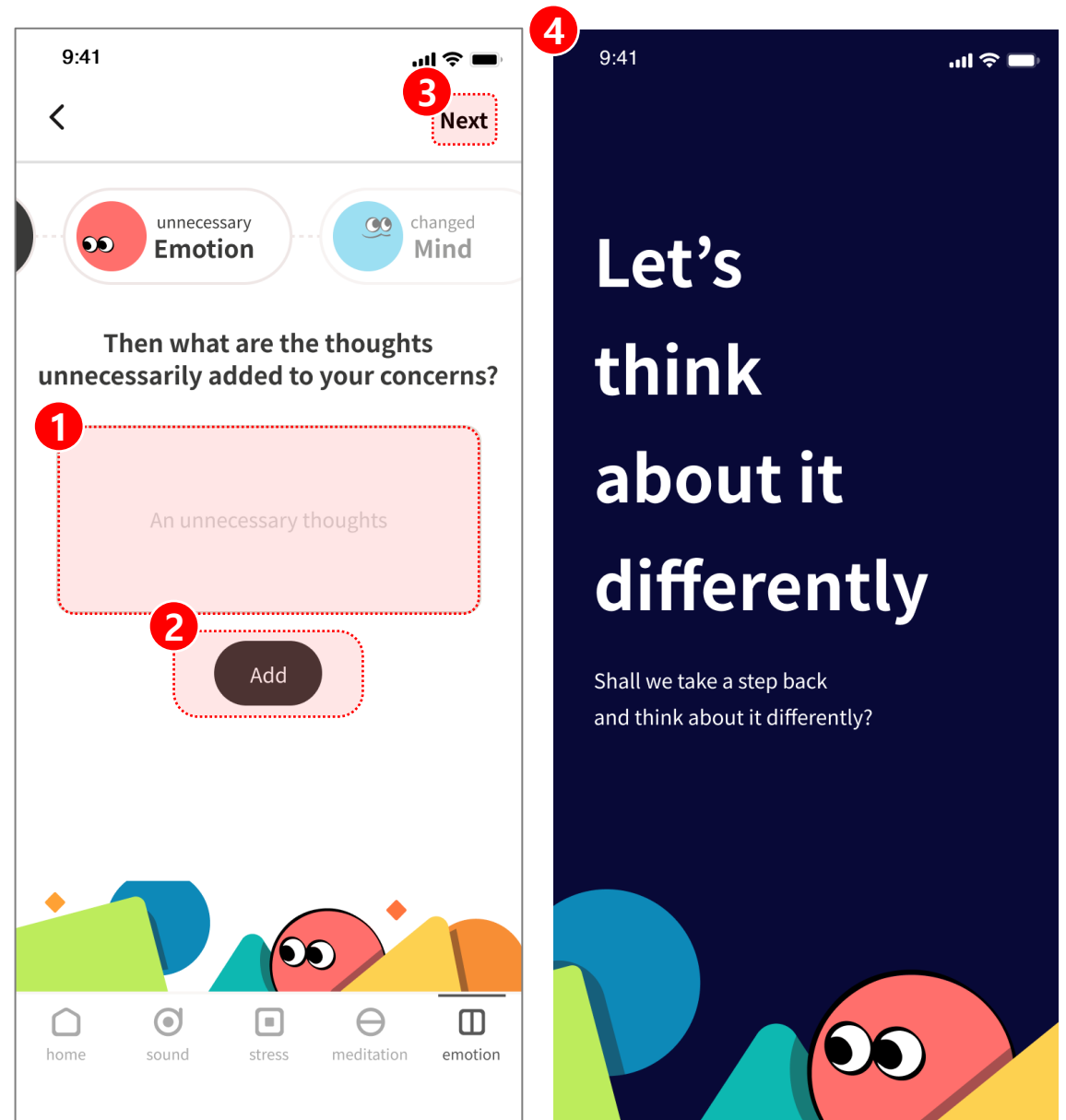
Re-think

- ① I think about the worries and anxieties that made it hard for me.
 - Tap anywhere to continue the next session.
- ② Think again based on objective facts from the concerns you entered on the previous page.
- ③ Tap the next button to continue the session.



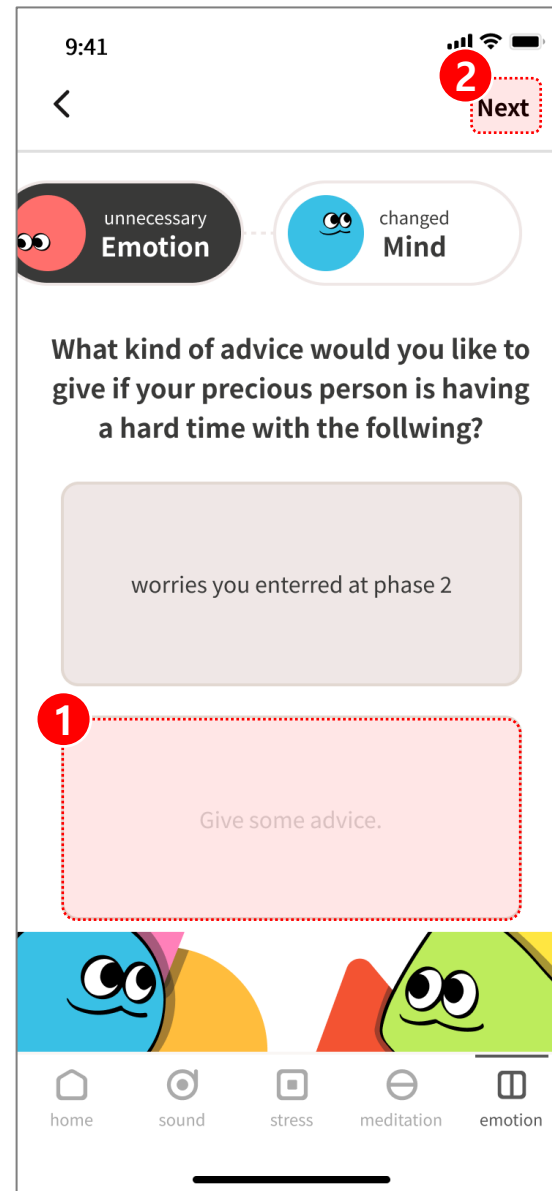
Re-think

- ① When you rethink the situation with objective facts, write down the thoughts and thoughts that you felt unnecessary, expanding your thoughts and situations.
- ② Tap the 'Add Thought' button to add a new input field.
- ③ Tap the Next button to continue the session.
- ④ Take a step away from unnecessary worries and change your negative thoughts by looking at them from a different perspective.
 - Tap anywhere to continue the next session.



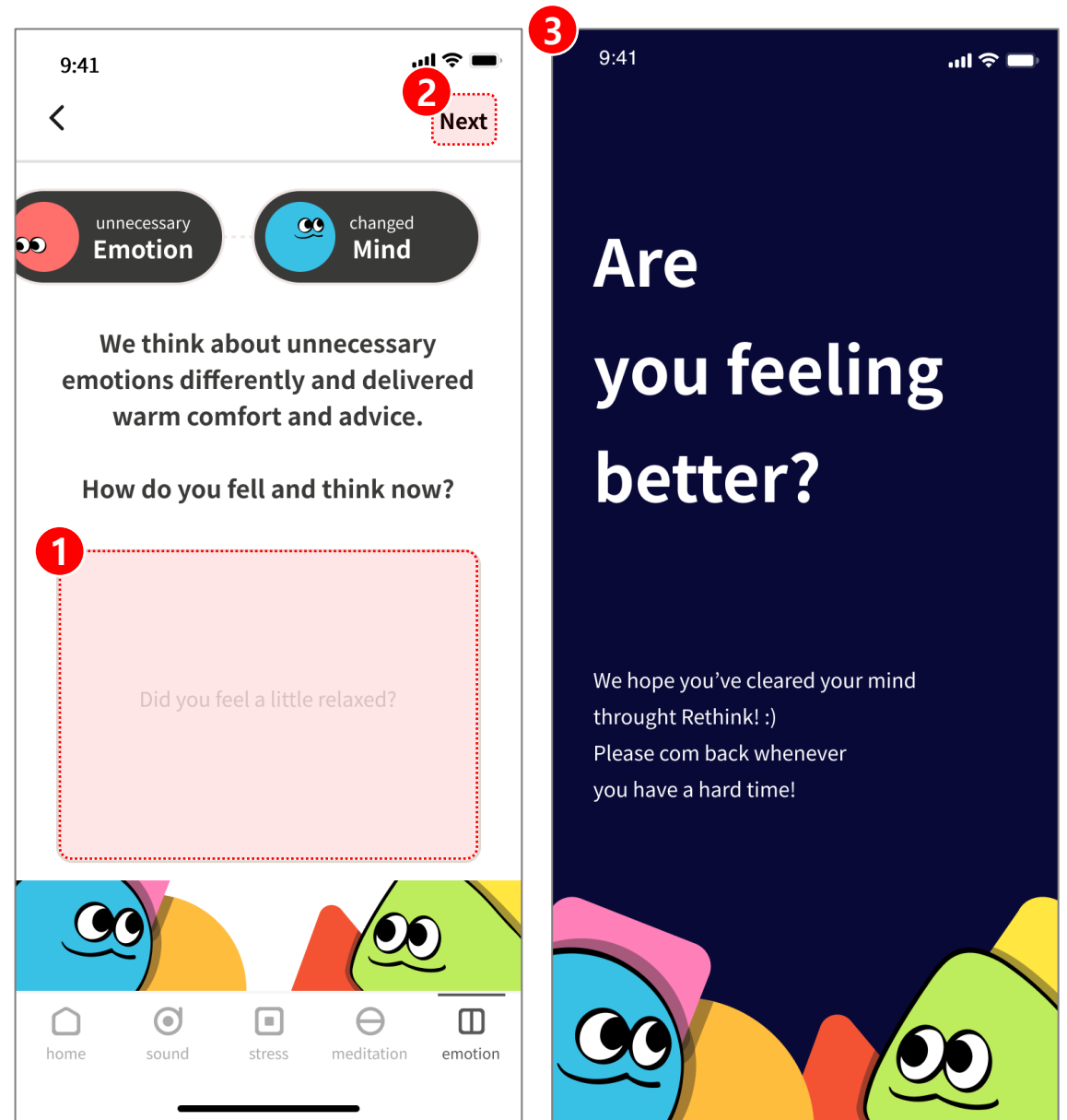
Re-think

- ① I think that I am giving advice to a person who thinks unnecessary and expanded, and I try to write the content thinking that it gives warm comfort from a third person's point of view.
- ② Tap the Next button to continue the session.
- ③ Thinking about the advice I wrote in the previous session, I try to select the emotion that unnecessarily bothered me out of the emotions I chose.
- ④ Try setting the intensity by dragging how your mind has changed when you think again compared to before.
- ⑤ Continue the session by clicking the “Next” button.



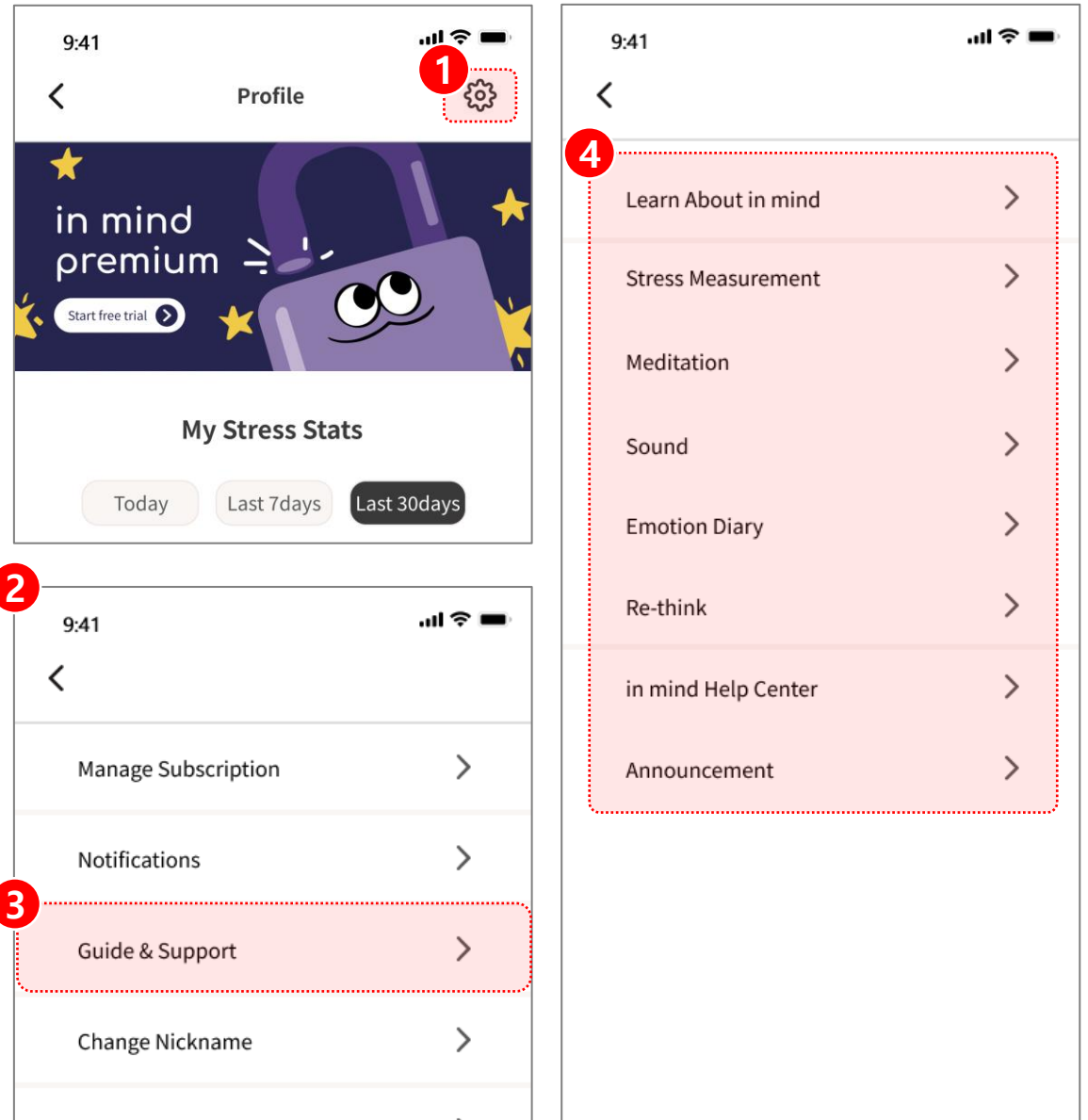
Re-think

- ① Write your impressions of completing the entire session. As time passes, as if serious things became less serious than expected, write down your thoughts and feelings compared to before.
 - ② Tap the Done button to save your progress.
 - ③ I end the session by organizing my thoughts about the worries and unnecessary emotions that made it hard for me.
- Tap anywhere to end the session



Setup and usage guide

- ① You can check your information by pressing the button on the top left of the home screen.
- ② On the My Information screen, you can see “Guide & Support”, “Change Nickname”, “Reset Password” and “Logout” for the in mind service.
- ③ Tap “Guide & Support” to view details.
- ④ In the Guide & Support page, you can check the introduction of services and contents, in mind Help center and Announcement.



Homepage, contact information

For inquiries related to the use of the app service, please contact us through the following channels and we will guide you in detail.

Web: www.demand.co.kr

Mail: help@demand.co.kr

Tel: 031-698-2940

Address: : #417, Samhwan Hi-Pex B-dong, 230, Pangyoyeok-ro, Pangyo Techno Valley,
Bundang-gu, Seongnam-si, Gyeonggi-do

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Digital healthcare service provider