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## **WRMT FIRST TO USE TOSHIBA'S APP LITE™ FOR BLOOD PRESSURE AND ECG AS PART OF IT'S NEXT-GENERATION SMART WEARABLE DEVICE - 'HELO'**

MIAMI, September 13, 2016 – World Media & Technology Corp. (“Wor(l)d”) ([www.worldmediatech.com](http://www.worldmediatech.com)) (OTCQB: WRMT), today announced that its smart wristband device uses ApP Lite™ (Application Processor Lite) from Toshiba Corporation’s (TOKYO: 6502) Storage & Electronic Devices Solutions Company (“Toshiba”).

Toshiba developed ApP Lite™ for health monitoring systems. Wor(l)d has incorporated Toshiba’s high-performance, low power consumption processor into its Health and Lifestyle Oracle, Helo. This is the first time Toshiba’s ApP Lite™ has been used to measure blood pressure and ECG in a wearable device.

Helo, WRMT’s smart wristband with connected app provides real-time health monitoring and disease prediction, directly from the wrist. Wor(l)d’s unique algorithm analyses the data gathered by Helo, determines what it means and presents it in an easy to understand interface to inform the wearer’s health and lifestyle choices. Helo features include measurement of Blood Pressure, ECG, Heart Rate, Respiration Rate, Heart Rate Variability (HRV) analysis for mood and energy levels along with measuring steps, distance and calorie burn. In addition, sleep quality is also analyzed, an SOS guardian can be notified in the event of an emergency and the ‘WeCare’ feature allows the wearer’s vital signs to be monitored remotely.

Following a successful launch and initial shipments, Helo already has users in over 10 countries where Wor(l)d can check wearer vital signs and gather useful health and activity data over time.

Fabio Galdi, CEO, World Media & Technology Corp., said, “Engaging with Toshiba at such a deep technical level allows us to consolidate our wearable technology platform, fast-track our product development and maintain our innovative edge. We look forward to a long term relationship with Toshiba.” He continued, “Using ApP Lite™ allows us to release new and exciting, life changing products that bring the benefits of wearable technology to all our customers. It enables us to continue to deliver on our corporate promise – ‘Join Wor(l)d and change your life’. We look forward to having a more informed, healthier and fitter network of connected users.”

ApP Lite™ is a trademark of Toshiba Corporation.  
(<http://toshiba.semicon-storage.com/ap-en/product/assp/applite.html>)

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### **About Wor(l)d**

World Media & Technology Corp. designs, manufactures and sells connected, next-generation, innovative wearable devices and mobile products. It has end-users in over 80 countries which it supports through its exclusive distribution partnership with Wor(l)d Global Network ([www.worldgn.com](http://www.worldgn.com)). For further information, see [www.worldmediatech.com](http://www.worldmediatech.com).

### **About Toshiba**

Toshiba Corporation, a Fortune Global 500 company, channels world-class capabilities in advanced electronic and electrical product and systems into three focus business fields: Energy that sustains everyday life, that is cleaner and safer; Infrastructure that sustains quality of life; and Storage that sustains the advanced information society. Guided by the principles of The Basic Commitment of the Toshiba Group, “Committed to People, Committed to the Future”, Toshiba promotes global operations and is contributing to the realization of a world where generations to come can live better lives.

Founded in Tokyo in 1875, today’s Toshiba is at the heart of a global network of 550 consolidated companies employing 188,000 people worldwide, with annual sales surpassing 5.6 trillion yen (US\$50 billion). (As of March 31, 2016.)

To find out more about Toshiba, visit [www.toshiba.co.jp/index.htm](http://www.toshiba.co.jp/index.htm)

This press release contains forward-looking statements. Words such as "expects," "intends," "believes," and similar expressions reflecting something other than historical fact are intended to identify forward-looking statements, but are not the exclusive means of identifying such statements. These forward-looking statements involve a number of risks and uncertainties, including the timely development and market acceptance of products and technologies, the ability to secure additional sources of finance, the ability to reduce operating expenses, and other factors described in the Company's filings with the OTC Markets Group and with the SEC. The actual results that the Company achieves may differ materially from any forward-looking statement due to such risks and uncertainties. The Company undertakes no obligation to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release.