

TellSpec CEO Isabel Hoffmann Speaks and Demos BETA Food Scanner Today at TEDGlobal 2014



Livestream the talk at tedlive.ted.com; TellSpec to speak during the 2:45 p.m. - 4:15 p.m. EDT timeslot

Rio de Janeiro, Brazil -- (October 9, 2014) – This afternoon, TellSpec CEO Isabel Hoffmann, leader of the company behind the world’s first consumer food scanner, will speak at TEDGlobal in Brazil and give a demo of one of the company’s first BETA units on stage. Hoffmann’s talk will cover the idea, inspiration and technology behind TellSpec, as well as the potential impact of creating a robust, global Food Print or a fingerprint of what people eat across the world. With this Food Print, scientists may one day use the data collected by TellSpec to draw correlations between the food we eat and public health.

“One of the key characteristic of our food analysis engine is that as our database grows with each scan, our learning algorithms become more accurate. The more food scanned by people, the larger the food database and the larger the public memory of food composition and consumption. Essentially our project is a community project, a crowd sourcing project,” said Hoffmann.

TellSpec is made up of a pocket-sized scanner, a proprietary algorithms and mobile app that work together to report what’s in your food directly to your smartphone. TellSpec BETA currently identifies calories, macronutrients (fats, protein and carbohydrates), and limited ingredients, all at reasonable concentrations in food. TellSpec is continuing to miniaturize TellSpec further and build the database to include additional ingredients before delivering to backers in 2015.

TEDGlobal is an annual 5-day conference that celebrates human ingenuity by exploring ideas, innovation and creativity from all around the world. You can [livestream Isabel Hoffmann's talk here](#). Hoffmann will be speaking in the 2:45 p.m. - 4:15 p.m. EDT timeslot.

About TellSpec

As TellSpec's database and algorithms evolve, TellSpec will continue to provide even more information beyond the nutritional label, thereby encouraging transparency in produce farming and food manufacturing, and educating the consumer on the wellness implications of each ingredient in their food. The TellSpec food scanner empowers consumers with the information needed to make healthier choices. TellSpec's goal is to make its food analysis system and educational database available to everyone, everywhere, independent of the scanner used. TellSpec is a privately held corporation founded on February 1, 2013, headquartered in Toronto, Canada.

How it Works

The TellSpec food scanner sends a beam of light to your food and analyzes the food's reflected light or spectra. This information is sent to the cloud where the TellSpec algorithm determines the ingredients and caloric information of the scanned food. This information is sent to your smartphone where the TellSpec app will tell you the calorie information per oz., cup, or gram, of the food you scan. TellSpec is based on spectroscopy, which has been used by scientists, agriculture, pharmaceutical companies and the food industry for 50+ years, and is bringing this technology to consumers for the first time.

About Isabel Hoffmann

Hoffmann has embodied the entrepreneurial spirit from the age of 19 when she started her first company. She has founded eight successful companies, taking companies from \$0 to \$75 million, and has negotiated strategic investments with groups such as CBS Corporation and Mitsubishi International. Hoffmann has raised equity investment and convertible debenture notes in Wall Street, New York City, and Bay Street, Toronto. She was also the main strategic negotiator on several business acquisitions, including a US\$28M acquisition of Corel Multimedia business division. She has also shared her experiences as an entrepreneur by teaching MBA-level entrepreneurship courses for 11 years at the University of Porto.

As a sought-after keynote speaker, she's presented at conferences around the world. Her presentations have covered topics including Preventative and Predictive Health at the Sixth Annual International Congress on Anti-Aging SP Brazil, Delivering the Right Message at the Women of Influence Luncheon Series, Leadership at The Rotary Club, A New Vision of Aging at the CARP conference and Entrepreneurship and Innovation at TED City Toronto. Her awards in the technology and entrepreneurial field include The Women in Technology Award presented by Bell Canada and the Toronto Sun; Canada's National IWAY Award for Leadership in the Application of Technology presented by CANARIE Inc. and the Royal Bank; Canadian Woman Entrepreneur of the Year Award presented by the University of Toronto, Canada; Top 40 Under 40 award presented by the Financial Post, CIBC and Caldwell Partners, Canada; Ernst & Young's Entrepreneur of the Year Award presented by Ernst & Young; and MacLean's Honor Roll for Canadian Excellence presented by MacLean's Magazine.

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