FOR IMMEDIATE RELEASE

**Know Your Numbers—Instantly: AIME Scan Encourages Preventive Wellness with One-Minute Health Scans**

Simpsonville, SC—11/19/2025—In a world where many people visit the doctor only after symptoms appear, AIME Scan offers a smarter path: a one-minute scan that helps users catch health changes early.

With AIME Scan’s new mobile app, users can measure a broad range of wellness metrics anytime, anywhere, including heart rate, blood pressure, respiratory rate, and stress indicators. The app’s camera-based AI technology reads subtle facial signals to generate accurate, research-backed data, empowering users to monitor trends and act on early warning signs before they become problems.

“AIME Scan bridges the gap between medical technology and everyday wellness,” said Charles Franklin, Chief Executive Officer at AIME Scan. “It’s not about replacing your doctor; it’s about helping you stay connected to your health between visits.”

Because AIME Scan operates entirely through a smartphone camera, it removes barriers to regular health monitoring. There are no cuffs, no straps, and no appointments, just real-time insights whenever needed. The app’s proactive design aligns with AIME Scan’s mission: to make continuous, effortless health awareness available to everyone.

Early adopters are already using AIME Scan for daily wellness check-ins, family monitoring, and workplace wellness programs. The subscription model, priced at around $19.95 per month for unlimited scans, makes it one of the most affordable tools for proactive self-care.

AIME Scan is currently accepting waitlist signups at www.AIMEScan.com.

AIME Scan is not intended to diagnose or treat any disease. It provides health and wellness information to support users in understanding their bodies and making informed lifestyle choices.

About AIME Scan

AIME Scan is redefining personal wellness with AI-powered health scanning that delivers a 60-second checkup using only a smartphone. Backed by validated research and designed with user privacy in mind, AIME Scan empowers individuals to take control of their health anytime, anywhere.

Media Contact:

Charles Franklin

AIME Scan Public Relations

(864) 259-2463

**AIME Scan Puts Reliable Health Insights in Everyone’s Hands—No Gadgets Required**

Simpsonville, SC—[Date]—For decades, personal health tracking has required specialized devices, from blood pressure cuffs to wearable tech. Now, AIME Scan makes it possible to get the same insights from your phone in 60 seconds.

AIME Scan’s breakthrough smartphone app uses advanced camera-based biosensing to measure vital signs and wellness metrics with clinically tested accuracy. In a single scan, users can see their heart rate, oxygen saturation, stress score, blood pressure, and more, through the power of artificial intelligence and validated imaging technology.

Unlike traditional devices, AIME Scan requires no extra hardware, making health monitoring accessible, affordable, and private. The app deidentifies data before cloud analysis, giving users full control over when and with whom they share their results.

“We built AIME Scan to remove barriers,” said Charles Franklin, Chief Executive Officer at AIME Scan. “You don’t need to be a tech expert or own a fitness tracker. If you can take a selfie, you can check your health.”

The company’s approach emphasizes trust and transparency, which are values rooted in both scientific validation and strong privacy safeguards. All communications between the app and AIME Scan’s secure servers are encrypted, and the company partners only with trusted payment processors to protect financial data.

Subscriptions start at about $19.95 per month and include unlimited scans. AIME Scan is currently available to invited users, with general consumer release expected soon.

AIME Scan is designed for wellness and educational purposes only. It does not diagnose or treat medical conditions and should not replace professional medical advice.

About AIME Scan

Headquartered in Simpsonville, SC, AIME Scan is dedicated to making proactive wellness effortless for everyone. Its mission is to empower people with real-time health data through safe, validated, and user-friendly technology. Learn more at www.AIMEScan.com.

Media Contact:

Charles Franklin

AIME Scan Public Relations

(864) 259-2463

**AIME Scan Launches the 60-Second Health Scan App—A New Era of Everyday Wellness**

Simpsonville, SC—11/19/2025—AIME Scan, an innovative health technology company, announced today the launch of its flagship smartphone app that allows anyone to perform a comprehensive wellness check in just 60 seconds with no wearables, needles, or clinic visits required.

Using only a phone’s front-facing camera, AIME Scan transforms an everyday selfie into a detailed snapshot of personal health, measuring vital signs such as heart rate, blood pressure, oxygen saturation, and stress levels with clinical-grade accuracy. The app leverages proven, science-backed methods like remote photoplethysmography (rPPG) and transdermal optical imaging (TOI), technologies already validated in clinical studies and recognized by organizations like the American Heart Association.

“Our mission is to make proactive health monitoring as simple as checking your email,” said Charles Franklin, CEO of AIME Scan. “With AIME Scan, we’re putting advanced health insights directly into the hands of consumers and empowering people to understand their bodies to take charge of their well-being.”

Each scan takes less than a minute and requires nothing more than good lighting and a steady face. Afterward, users receive an instant dashboard of results, including key vitals, wellness scores, and stress indicators, right on their phone. The AIME Scan subscription costs about $19.95 per month and includes unlimited scans.

AIME Scan is currently available by invitation only, with a growing waitlist for new users. The company expects a full public rollout later this year.

AIME Scan is not a medical device and does not diagnose or treat medical conditions. It provides informational health data to support personal wellness decisions in consultation with healthcare professionals.

About AIME Scan

AIME Scan is a US-based health technology company pioneering AI-powered, camera-based monitoring for consumers. Its flagship app delivers a 60-second checkup through a simple face scan, making advanced health insights accessible to everyone. For more information, visit www.AIMEScan.com.

Media Contact:

Charles Franklin

AIME Scan Public Relations

(864) 259-2463

**AIME Scan Tone and Voice Guide**

**1. Core Brand Personality**

AIME Scan’s voice should blend scientific credibility with human reassurance. It speaks from a place of confidence and clarity. Keep informed but never cold, optimistic but never exaggerated. Every sentence should reflect the brand’s dual identity as both trusted health companion and innovative tech partner.

**Trait | Description | In Practice**

Trustworthy | Rooted in science and transparency | “Built on clinically validated technology, AIME Scan delivers reliable insights you can trust.”

Empowering | Encourages self-awareness | “You deserve to understand your health. AIME Scan helps you see the full picture.”

Accessible | Friendly, plain language | Avoid jargon; explain complex ideas simply.

Optimistic | Focus on improvement and prevention | “Know your numbers. See your progress.”

Innovative | Confident in the novelty of the tech | “Cutting-edge technology, designed for everyday life.”

**2. Voice Characteristics**

AIME Scan Sounds Like | AIME Scan Does Not Sound Like

Calm, confident, reassuring | Alarmist, preachy, overly salesy

Plain-English science, everyday metaphors (“your 60-second checkup”) | Buzzwords, technical abbreviations, heavy jargon

Second person (“you”) when speaking to consumers; third person in press/editorial | First person (“we”) in news releases except in quotes

Warm and encouraging | Coldly clinical or falsely enthusiastic

Short, clear sentences | Overstuffed, verbose explanations

**3. Language Do’s and Don’ts**

DO:

* Use confident, active language.
* Emphasize ease, accessibility, and reliability.
* Focus on benefits to the user.
* Mention scientific grounding when relevant, but translate it into relatable content.
* Use metaphors that evoke clarity and empowerment (e.g., “Your 60-second checkup,” “See your body’s signals”).

DON’T:

* Overpromise or imply medical diagnosis.
* Use fear-based framing (“Don’t risk it,” “Catch disease before it’s too late”).
* Overuse buzzwords like “disruptive,” or “game-changing.”
* Use slang, humor, or casual memes in professional communications.
* Make claims that sound exaggerated or unverifiable.

**4. Sentence Examples**

Intent | Example

Informative | “AIME Scan uses your smartphone’s camera to capture vital signs in just 60 seconds.”

Empowering | “You deserve to understand what your body is telling you, and AIME Scan helps you listen.”

Reassuring | “AIME Scan is built on proven technology used in clinical studies, so you can trust your results.”

Preventive Focus | “Small insights today can prevent bigger problems tomorrow.”

Human Connection | “Your health should be as easy to check as your messages.”

**5. Tagline and Supporting Lines**

Primary Tagline:

“Your 60-Second Checkup. Anytime. Anywhere.”

Supporting Copy Lines (for optional use):

“Science you can trust. Simplicity you’ll love.”

“Built on research. Designed for real life.”

“Health in the palm of your hand.”

“Because you shouldn’t have to guess how you feel.”

**6. Editorial Style Tips**

Use sentence case (not title case) in body text.

Spell out numbers below ten.

Write in active voice (“AIME Scan delivers results instantly,” not “Results are delivered by AIME Scan”).

Always capitalize the brand: AIME Scan.

When referencing the app use “the AIME Scan app” (not AIME Scan app unless required legally).

**7. Voice Examples by Medium**

Medium | Tone | Example Copy

Press release | Professional, factual | “AIME Scan announced today they have expanded access to their wellness app, which provides a 60-second health scan using only a smartphone camera.”

Social caption | Friendly, encouraging | “Your next checkup is already in your hand. Meet AIME Scan, a 60-second scan for everyday wellness.”

Ad headline | Simple, inspiring | “Know your numbers. Change your story.”

Website banner | Clear, concise | “Check your health. No appointments. No equipment.”

Email subject line | Inviting | “Your 60-second checkup awaits.”

**8. Approval and Support**

For messaging alignment, co-branded copy, or quote approvals, contact:

Brand Relations / Communications

(864) 259-2463

**AIME Scan Brand and Trademark Use Guidelines**

**1. Overview**

These guidelines help ensure that the AIME Scan brand and trademarks are represented consistently and accurately in all external communications, including press coverage, partnerships, and promotional materials.

AIME Scan’s name, logo, and other brand elements are registered or pending trademarks of CCAM LLC. Use of these assets must follow the standards below and may not imply endorsement, sponsorship, or partnership without prior written consent.

**2. Logo Use Rules**

**Primary Logo**

The official AIME Scan logo appears in a two-color format: the wordmark “AIME Scan” in the company’s approved palette (typically white or dark gray on teal/blue backgrounds, or teal on white).

Maintain clear space equal to at least the height of the letter “A” on all sides to preserve legibility.

The logo must never be altered, stretched, rotated, or combined with other elements.

The logo should appear only on solid, uncluttered backgrounds (white, black, or brand gradient). Avoid textured or photographic backdrops that reduce contrast.

**Monochrome Use**

For single-color printing, the logo may appear in black, white, or 100 percent of the primary brand color.

Do not apply drop shadows, glows, outlines, or gradients to the wordmark.

**Minimum Size**

Minimum display size: 0.75 in (print) or 80 px (digital width) to ensure legibility.

**3. Colors and Typography**

**Primary Brand Colors**

* AIME Scan Teal: HEX #00B7B1
* Midnight Gray: HEX #2A2A2A
* White: HEX #FFFFFF
* Accent Blue: HEX #1F6EEB

When in doubt, use white or teal for the logo and text on neutral backgrounds.

**Typography (Recommended for Press Use)**

Headlines: Open Sans Bold or Lato Bold

Body text: Open Sans Regular or Lato Regular

If you cannot match fonts exactly, use clean, modern sans-serif alternatives (e.g., Helvetica, Arial).

**4. Restrictions**

**Do not:**

* Modify or redraw the AIME Scan logo or icon.
* Use unapproved color combinations or visual effects.
* Place the logo over patterned or low-contrast photography.
* Use AIME Scan marks in a way that suggests endorsement or affiliation without written permission.
* Combine the logo with your own brand marks or taglines.
* Translate, abbreviate, or create alternate forms of the name (e.g., “AIME Scan,” “AIME Scan Health,” etc.) without approval.

**5. Requests for New or Special Uses**

To request permission for co-branded materials or sponsored features, inclusion in advertising, packaging, or promotional campaigns, or use of the logo beyond standard editorial coverage, please contact:

Brand Relations Team

(864) 259-2463

(If unavailable, direct requests to the company’s communications or legal representative.)

**AIME Scan Media Kit—FAQ and Media Use Guidelines**

Below are answers to common questions from journalists and guidelines for using AIME Scan’s brand assets and information. This FAQ section covers image attribution, interview requests, photo usage standards, referencing product claims, brand terminology, and how to get clarifications. We strive to make it easy for media partners to accurately cover AIME Scan in a professional manner.

Image Attribution

**Q:** **How should media obtain and credit images of AIME Scan products?**

**A:** We provide official high-resolution images (product photos, app screenshots, lifestyle imagery) for use in press coverage. Always use images supplied by the AIME Scan team to ensure accuracy. When publishing these images, please include a credit line such as “Image courtesy of AIME Scan” or an equivalent attribution in the caption. This credit should accompany the image in your article, broadcast, or social post. Avoid using third-party or stock images to represent AIME Scan’s product. Official AIME Scan visuals must be used for any product, app, or lifestyle imagery to maintain authenticity and quality.

Interview and Quote Requests

**Q: What is the preferred method to request an interview or official quote from AIME Scan, and who can speak on behalf of the company?**

A: For all interview and quote requests, please contact us at (864) 259-2463. In your request, kindly include details of your publication, the topic or questions you’d like addressed, and your deadline. We request a reasonable lead time (typically 3–5 business days for written statements or 1–2 weeks for live interviews) so we can accommodate your needs and provide a thoughtful response. Official spokespeople for AIME Scan include senior team members, such as our CEO or Head of Medical Research, who are authorized to speak on AIME Scan’s behalf. We will connect you with the appropriate spokesperson knowledgeable in your topic of interest. All interviews and quotes will be coordinated through our media relations team to ensure consistent and accurate communication.

Clarifications and Corrections

**Q: Who should media contact for factual corrections or technical clarifications regarding AIME Scan?**

A: Accuracy is very important to us. If you’re working on a story and need to verify facts or technical details, or if you have published a piece and realize a correction is needed, please reach out to our team for assistance. The best point of contact is our media relations call (864) 259-2463. We monitor this inbox to support journalists on deadlines. Let us know what information you need to clarify or correct, and we will promptly provide the verified details or context. For technical questions, we can connect you with one of our experts to get accurate explanations. Our goal is to help you get the story right. Never hesitate to contact us for any clarification. We appreciate when the press double-checks facts about AIME Scan, and we’re happy to provide official information or corrections to ensure your coverage remains correct and trustworthy.

If you have any other questions not answered in this FAQ, feel free to email our team, and we will be glad to assist.

Charles@aimescan.org