

Red Light Holland Engages RadixMotion to Develop iMicrodose Digital Care Program Using Latest Immersive Technology

written by Raj Shah | November 17, 2020

November 17, 2020 ([Source](#)) – Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (“**Red Light Holland**” or the “**Company**”) is pleased to announce that via its Scarlett Lillie Science and Innovation division, it has engaged RadixMotion Inc. (“**RadixMotion**”), an immersive technology company based in the State of Delaware, to design and develop a digital care program for people exploring microdosing. The program will accompany customers from the first time they encounter iMicrodose products in Smartshops via the iMicrodose Media Information Centre (“**iMIC**”) with an educational interactive augmented reality app. The core of the digital care program is a privacy first iMicrodose Journal, a web app where people can anonymously document their microdosing and receive data driven analytics that will help them make informed choices around their usage. The app will use Radix Motion’s expertise in biometric human pose data to give people feedback on whether microdosing has measurable effects on reducing their physiological tension or influences other features of their body posture. People using the digital care program will be able to opt in to share their anonymous data with the wider community allowing for substantial advancements in research.

“As access to psychedelics grows we want to provide people with the support they need to make the most out of microdosing via

digital health mechanisms, which now includes our iMicrodose digital care program,” said Todd Shapiro, the Chief Executive Officer and Director of the Company. “While other companies in the sector are focused on clinical trials which take years to prove out, this approach of Scarlett Lillie, our science and innovation division, can have immediate benefits. We want to be a part of understanding psilocybin usage now as the mental health crisis is rampant. Gatekeepers can be limiting. We believe in working with informed consumers who are willingly sharing their data.”

‘Digital Health’ is defined as the convergence of digital technologies with health, healthcare, living, and society to enhance the efficiency of healthcare delivery and make it more personalized and precise. Scarlett Lillie is pleased to continue their partnership with Sarah Hashkes, CEO of RadixMotion – who published the first academic paper using the Predictive Coding frameworks to explain what psychedelics do to brains – to create a personalized iMicrodose Journal, a web-based app where people will be able to document their psilocybin use and they will be able to opt in to share their anonymous important data with the community which can then potentially be shared with scientific and medical experts. Microdosing research is at its infancy and this data has huge potential to increase Scarlett Lillie’s understanding rapidly.

“We are excited that our expertise in neuroscience and immersive technology is giving people tools to understand themselves and promoting responsible use of psychedelics. Red Light Holland’s and Scarlett Lillie’s care for their customers is a beacon of hope in the emerging psychedelic market. The consent based approach this program is taking around customers’ data and communicating with customers, we believe, is revolutionary and we hope many companies will follow this example. We are also excited about the AR aspect where customers can receive

inspirational messages based on the latest research on wellness when they aim the app at iMicrodose products,” said Sarah Hashkes, CEO of RadixMotion and Scarlett Lillie’s Scientific Advisor. “But where it gets really exciting, as a scientific researcher in psychedelics, is if people do trust us and opt in to share their anonymous data with the community we will have a data set that can take microdosing research to a whole new level. The journal will immediately provide people with analytics about their microdosing so they can find what works best for them, but in the long run, Scarlett Lillie can hopefully use this data, including the unique biometric human pose data, to potentially find out what works best for people all over the world.”

Scarlett Lillie Science and Innovation estimates the total cost for the iMicrodose Digital Care Program, including Augmented Reality for the in-store iMic centres and the iMicrodose web-app Journal to be approximately USD\$85,000. The completion of the Augmented Reality for the in-store iMIC remains on pace, expected to be launched before the end of 2020 and the iMicrodose web-app Journal is expected to be completed by RadixMotion and available by the end of Q1 2021.

About Red Light Holland Corp.

The Company is an Ontario-based corporation positioning itself to engage in the production, growth and sale (through existing Smart Shops operators and an advanced e-commerce platform) of a premium brand of magic truffles to the legal market within the Netherlands, in accordance with the highest standards, in compliance with all applicable laws.

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