

# Getting Started with Neura's Artificial Intelligence (AI) Service

---

A quick guide for mobile apps, wearable technologies, and Internet of Things (IoT) devices.

Neura is an artificial intelligence (AI) service for mobile apps, wearable technologies, and Internet of Things (IoT) devices. Our machine learning algorithms transform sensor data from users' smart phones and connected devices into real-time insights about their activities, habits, and physical contexts. Users activate Neura within their apps to get a more customized experience. App creators integrate the Neura software development kit (SDK) to increase user engagement and retention.

## A few examples of how Neura can enhance your app

1. A Neura-powered glucometer knows when an user is going to sleep versus waking up versus driving to the gym. As a result, the glucometer can prompt the user to check their blood glucose (sugar) at times when they're most likely to respond. This increases user engagement and helps prevent extreme symptoms.
2. A Neura-powered medication adherence app knows an user's daily patterns and real-time context. As a result, it reminds the user to take their medication at optimal times.
3. A Neura-powered thermostat knows when an user has just finished running for exercise, has returned from work, or is going to bed. As a result, it automatically adjusts the house temperature to fit the user's physical state.

## How to Integrate the Neura SDK into Your App (for iOS and Android)

### 1. Register your app with Neura

### 2. Declare permissions

Neura has a transparent privacy model that puts users in control of their Neura behavioral profiles. When you integrate Neura into your app, you have to declare to the user which segment(s) of their digital profile you'd like to track. For example, a smart thermostat may want to know whenever an user is returning home from a hard workout at the gym so the thermostat can keep the house cool at those times. In this case, the thermostat must declare to the user their intent to track that segment of the user's digital profile. The user then consents via a permissions screen.

### 3. Add Neura to your app

Option 1: Integrate with Cocoapods (for iOS).

Option 2: Integrate manually.

### 4. Configure Location and Motion services

### 5. Authenticate your app with Neura

### 6. Subscribe to user moments

Neura creates a digital profile of users, capturing real-time moments such "user started walking," "user went to sleep," "user drove to gym," and so on. You choose which moments you'd like to follow.

### 7. Query Neura's API for insights on users

Through the Neura API, you can request insights about users such as those around sleeping patterns, wellness profiles, activity trends at significant locations, and more.

### 8. Set up Neura-guided push notifications

Tune your app to send users the right push notifications at the right times.

Interested in Neura's user awareness for your digital app or device?  
Email [demo@theneura.com](mailto:demo@theneura.com) to schedule a demo.