

Press release

Institut Marquès Invited by the Imperial College of London to Present Latest Developments in Front of 700 Researchers

State-of-the-art technology to improve the results in assisted reproduction

Barcelona, 18TH March 2019

At [Institut Marquès](#) they keep on devising the most advanced and amazing technology for reproductive medicine in order to achieve the dream of having a baby.

This Spanish Assisted Reproduction Centre has presented the results of its research at the prestigious university Imperial College of London in front of over 700 researchers.

Music, mobile technology, telemedicine and the use of virtual reality are some of the innovations that Institut Marquès is already using in its clinics and that have generated great anticipation among the attendees to the conference given by its Scientific Director, Dr Àlex García-Faura, in this prestigious British university.

Music at the beginning of life

Pioneer in [studying the effects of music at the beginning of life](#), Institut Marquès has proven that fetuses hear from week 16th of pregnancy, but only if the outside sounds come directly from their mother's vagina. For this purpose, the scientific team, led by Dr. Marisa López-Teijón, has created the intravaginal speaker Babypod, already used by thousands of women.

Institut Marquès' scientific research about the importance of music at the beginning of life was awarded with the Ig Nobel Obstetrics Prize at the University of Harvard. The research has been presented to the scientific community in England this week:

“Thanks to the creation of a vaginal loudspeaker, Babypod, we have shown that fetuses can hear from week 16th onwards, when they measure 11 centimetres, only if the sound reaches them directly from the vagina. Fetuses can barely hear the noise from outside. Therefore, we

can say that the myth of talking to babies through pregnant women's bellies is something of the past", explained Dr García- Faura at the Imperial College.

Music is always present at the laboratories in Institut Marquès, even with live concerts. Artists from all over the world, as for instance Sharon Corr, have performed for the embryos in its centres, where all incubators have music inside them. According to the [research carried out in the laboratories of Institut Marquès](#), music improves a 5% the fertilisation rates of IVF treatments. Music micro vibrations inside the incubators stir the culture medium where embryos develop, achieving a more homogeneous distribution of the nutrients and scattering impurities.

The mobile phone: a commitment to transparency

Mobile phones have turned into another technological ally in order to improve the results in assisted reproduction. The app [Embryomobile](#), developed by Institut Marquès, allows parents a real time follow-up of their embryos while they are in the incubator from any location. It is a commitment to transparency that, furthermore, reduces the stress of the mother before the embryo transfer considerably, favouring the implantation in order to achieve pregnancy. Institut Marquès is the only centre where patients can really see how their embryos are.

Telemedicine is the medicine of the future and this was another of the topics discussed at the Imperial College. In this area, Institut Marquès has developed and patented its own technique, so that patients can cryopreserve their sperm anywhere in the world and send it to the clinic, without having to travel.

This is a practical and convenient solution for males who are away from home and who have difficulties for travelling to the clinic to undergo fertility treatment with their partner or, simply, for privacy reasons.

Erotic visual stimulation improves the sperm quality

Institut Marquès researchers have presented at the Imperial College the results of [a study that links semen quality with erotic visual stimulation through virtual reality](#). Because of this, the sample delivery rooms at Institut Marquès have an evocative design and include erotic devices to improve sexual excitement, such as virtual reality glasses.

The erotic visual stimulation ensures a more complete semen sample, as Dr Marisa López- Teijón, General Director of Institute Marquès, points out: **"The degree of sexual arousal during masturbation directly affects semen quality. The**

quantity, quality, volume of the ejaculate and the level of orgasm depend on the excitement. I mean, the sample is more complete the higher the intensity and time of the previous arousal are.”

About Institut Marquès

Institut Marquès is a Barcelona based centre of international standing in Gynaecology, Obstetrics and Assisted Reproduction with centres in Barcelona, London, Ireland (Dublin and Clane), Italy (Rome and Milan) and Kuwait.

The centre, with a wealth of experience in special hardship cases, helps people in more than 50 countries achieve their dream of parenthood. Institut Marquès offers the highest pregnancy success rates, with 89% per cycle in IVF with egg donation.

Leader in innovation, it conducts an important line of research on the benefits of music in the early stages of life and foetal stimulation.

About Babypod®

The investigation of the different reactions of foetuses to different acoustic stimuli was carried out with the help of a ground-breaking sound reproducer in its class. Babypod®, the only device that plays music and voices into the vagina. It is placed as if it were a tampon and connected to the mobile phone, making it totally safe for the mother and baby. It can reproduce music and voices at a maximum of 54 decibels, which is the level of a normal conversation. In addition to making communication with the foetus possible, this device has very important medical applications: it enables to rule out foetal deafness and simplifies ultrasound examinations because, by inducing a response in the baby, it improves the vision of the foetal structures during the scan.

Approved by the FDA, this device is available online worldwide for pregnant women to use at home and to take it to the ultrasounds with them to see the reaction of the foetus.

Information:

Babypod:

<https://babypod.net/en/>

Music and fertilisation:

[Music enhances In Vitro Fertilisation](#)

[IVF to the Beat of the Music. We Have Made our Embryos Dance](#)

Music and foetal stimulation:

[The story of a discovery \(1\)](#)

[The Story of a Discovery \(2\) – The first tests continue](#)

[The Story of a Discovery \(3\) – The scientific research starts](#)

[The Story of a Discovery \(4\) The results of the first study](#)

[The Story of a Discovery \(5\) – What do we think can be heard inside the uterus?](#)

Scientific studies:

[Scientific area](#)

[Discovery in the area of fetal stimulation through intravaginal music](#)

[Fetal facial expression in response to intravaginal music emission](#)

Concerts for embryos and foetuses:

[Sharon Corr & Àlex Ubago's concert at Institut Marquès](#)
[Christmas Concert by Soraya for future babies through Babypod®](#)
[Soraya Arnelas communicates with her baby through Babypod](#)
[Concert for embryos of Antonio Orozco](#)

Embryomobile:

<http://www.fertility-experiences.com/embryomobile/>

Erotical Personal System:

[EPS](#)

More information: www.institutomarques.com/en - www.institutmarques.ie

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