



## PRESS RELEASE

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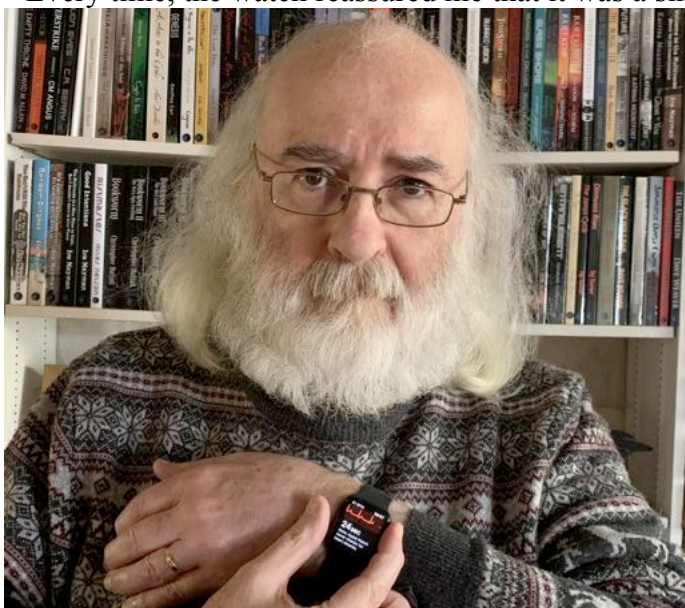
### Science fiction publisher's life saved by devices straight out of science fiction

**DARTFORD, KENT – 30 April 2021 – Elsewhen Press** is a publishing house that pushes the boundaries in speculative and fantasy fiction. Their stories present otherworldly but terrifyingly prescient visions of the future, featuring Android writing machines, body-augmenting mind control and transdimensional crime-fighting. However, present-day technology can also feel like it has been sent from a future world, where even a watch can save a life.

Following complications with his heart over the Easter period, Peter Buck, co-founder and editorial director of Elsewhen Press, needed hospital treatment. But it wasn't a doctor that told him he needed to dial 999 – it was his Apple Watch!

Buck explained: "My wife bought me the Apple Watch for Christmas because it measures heart rate, blood oxygen and ECG. Being of a nervous disposition when it comes to my heart, because I've suffered from hypertension for many years, I had been checking my ECG whenever I felt a skipped beat or 'a bit funny'.

"Every time, the watch reassured me that it was a sinus rhythm and perfectly okay. However, over Easter, for the first time, it told me I was suffering from atrial fibrillation with a very high heart rate. Even so, I did it again a couple more times over the next hour or so with the same result, so was convinced by the watch that it was a genuine heart condition and not me being a hypochondriac.



"Later, when I saw the cardiologist in the hospital, he was impressed by the output from the watch's ECG app. He wanted to do an echocardiogram and produced what looked like a tricorder from his pocket, grinned and said 'You're not the only one with fancy tech!'"

Thankfully, after a few hours of treatment, Peter was sent home to recover with a newfound appreciation for science fiction-inspired machinery.

Buck added: "It was a victory for geekdom, as a sci-fi gadget saved my life (as well as the NHS). The doctors told me that if I had not come into the hospital immediately, it could have been much worse, possibly fatal."

#### Notes for Editors

##### About Elsewhen Press

Elsewhen Press is an independent publisher of Speculative Fiction. Based in the UK, in the South East of England, Elsewhen Press publishes titles in English, in digital and print editions, adopting a digital-first policy for most titles. Established in 2011, Elsewhen Press is an imprint of Alnpete Limited.

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Information about Elsewhen Press, authors, titles and past press releases can be obtained online from <https://elsewhen.press> or through our Journolink Press Room <https://pressroom.journalink.com/elsewhen-press>

Interviews with authors can be arranged through Elsewhen Press, contact Al Murray, as above.

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