

Zensorium Unveils Tinké for Android

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- Innovative sensory device for managing personal fitness and wellness is now available for Android smartphones -

Due to popular demand, **Tinké** (pronounced *tink*), the innovative sensory device for smartphones that helps users manage personal fitness and wellness with the touch of a finger, is now available for use on Android, the world's most widely-used smartphone platform. After successfully launching in 2013 for use with iOS devices, Tinké has seen massive success and consumer demand, with global sales to more than 30 countries.

"Our goal is simple: to empower individuals to be mindful of fitness and wellness and lead healthier lives," said Juliana Chua, Principal of Zensorium's Business Innovation Group. "We're excited that Tinké can engage with more people now that it's available for use with Android devices."

Tinké uses optical sensing technologies to quantify fitness and relaxation levels for easy understanding and comparison. By placing a fingertip on the sensing platform, Tinké measures and quantifies four key health parameters within seconds: heart rate, respiratory rate, blood oxygen levels and heart rate variability.

The first three parameters, heart rate, respiratory rate and blood oxygen level, establish a close relationship for measuring cardio-respiratory fitness. The fourth parameter, heart rate variability, caters to the assessment of an individual's autonomic nervous system, detecting levels of stress for wellness management. Today more than ever, stress is an overlooked aspect of health, but if kept in check, it can reduce the onset of many physical and mental health issues. By understanding the functions of their bodies better, Tinké users can take steps towards improving their fitness and wellness.

The result of over three years of R&D, the simplification and compactness of Tinké's design is made possible by overcoming the challenges of signal processing and architecture design.

Tinké's social media integration features allow users to easily share measurements and results online across the Tinké network or Facebook. By sharing their data through the Tinké network, users can update friends of their progress and inform healthcare providers of their latest results. With Tinké's global comparisons

feature, users can also see where they rank against others in the Tinké network around the world.

Pricing and Availability: Tinké for Android is available in over 30 countries at US\$129 in grey and orange.

About Zensorium: Headquartered in Singapore, [Zensorium](#) is committed to empowering individuals in elevating their quality of life through the use of innovative sensing devices. Their flagship product, Tinké, is an optical sensor that monitors fitness and wellness with the touch of a finger.

In January 2014, at the CES (Consumer Electronics Show) Innovations Design and Engineering Awards in Las Vegas (USA), Zensorium was named a finalist in the Mobile Apps Showdown and was an honoree in the Health and Fitness category at the CES Innovations Design and Engineering Awards.