

Gold Awarded to Zensorium in the Fitness Tracking Category

Tinké by Zensorium, a leader in innovative sensing devices, has been named a 2015 Gold Award winner by the internationally renowned Edison Awards™, in the fitness tracking category. The distinguished awards, inspired by Thomas Edison's persistence and inventiveness, recognize innovation, creativity, and ingenuity in the global economy.

Created using advanced sensing technology and proprietary algorithms, Tinké measures the individual's heart rate, respiratory rate, blood oxygen saturation and heart rate variability, to determine their fitness and wellness levels.

"It's exciting to see companies like Zensorium continuing Thomas Edison's legacy of challenging conventional thinking," said Frank Bonfilia, Edison Awards' executive director. "Edison Awards recognizes the game-changing products and services, and the teams that brought them to consumers."

In Oct 2014, Zensorium won the [2014 Frost & Sullivan Asia Pacific Mobile Health & Wellness Tracking New Product Innovation Award](#). And in Jan 2015, Zensorium announced a new wearable known as) and Activity (distance, steps, continuous heart rate and calories) Being, the world's only wearable that tracks the individual's Mood (good and bad stressors and provides advanced Sleep (NREM, awake, and duration) science insights. Being is currently available for [pre-order](#) and is estimated to ship in Spring 2015.

About Zensorium

Established in 2011, Zensorium is a start-up headquartered in Singapore focused on bringing innovation in bio-sensing. After 3 years of research and development, Zensorium shipped Tinké in 2012 to over 30 countries, and announced the availability of Being for pre-order in 2015. Committed to empowering individuals in elevating their quality of life, Zensorium looks forward to partnering like-minded companies and embracing the simplicity of sensing.