



FOR IMMEDIATE RELEASE

ZENSORIUM LAUNCHES **BEING** AT 2015 INTERNATIONAL CES

Being, towards a Mindful Living

Las Vegas, Nevada, January 4, 2015 – Zensorium, the makers of TINKÉ and a leader in innovative sensing devices, is introducing **Being** at this year’s CES. Being is a bio-sensing wearable with three unique selling points: continuously mapping the user’s moods, activity and sleep. Being by Zensorium, will be located at **CES booth #74313** and will be providing product briefings, demonstrations and taking pre-orders.

“Two years after launching TINKÉ, we saw how quickly the quantified self market is growing (acquisition and tracking of key data about an individual’s health, wellness, habits and performance), and is expected to grow from \$2.3 billion in 2014 to \$4.78 billion in 2018,” states Juliana Chua, Principal of Business Innovation Group of Zensorium. “Being meets an increasing market need for an in-depth understanding of consumers’ overall physical and mental fitness for preventive care that is not currently available.”



Previous design as of 31 Jan 2015

Map your Mood

Being maps the user's moods hourly, to differentiate good from bad stress, into four different zones: Stressed, Normal, Excited and Calm. Developed together with neuroscientists and psychologists, Being senses the amount of energy from heart rate changes in blood pressure and emotions from heart rate variability. Capable of continuous monitoring, Being knows when the user is stressed for an extended period and provides steps to encourage deep breathing and reduce stressors.

Map your Activity

Being tracks the user's heart rate, steps, distance and speed accurately while he is in motion, based on his height and weight, without a conventional chest strap. By mapping movements or activity training with continuous heart rate monitoring, the user will understand how their heart is working to increase intensity or reduce strain. This world-class feature thus optimizes workouts and productivity. When not training, Being tracks steps and maps it to an hourly heart rate measurement. The added dimension of heart rate monitoring helps to identify the impact of steps taken and calories burnt 24/7.

Map your Sleep

Being knows if the user is Awake or Asleep. When sleeping, Being advances to measure NREM sleep, physically restorative sleep, and REM sleep, mentally restorative sleep that helps memory. In sleep science, sleep is not just a quantity issue but a quality issue as well. Being uses the combination of advanced optical sensors and accelerometer to update the user's daily sleep patterns and highlight the difference between total sleep hours, the effectiveness of sleep and how good it was in contributing to the body's recovery process.

Being must be in contact with skin to measure bio-parameters - it can be worn on the wrist as a watch or clipped onto garments. When worn in contact with the user's skin, Being derives essential bio-parameters continuously for up to 72 hours. Alternatively, when clipped onto garments, Being tracks activity to assess calories burnt. The longer a user wears Being, the better it can track and understand his lifestyle and the changes required to improve his overall physical and mental fitness.

About Zensorium

Zensorium is a product-based firm headquartered in Singapore that aims to deliver easy-to-use sensing products and solutions. Armed with a background in Optics, Biochemistry, Computing and Electronics, Zensorium integrates business strategies with scientific concepts to introduce products for the commercial market. Available in over 30 countries, Zensorium is committed to empower individuals in elevating their quality of life through a breed of innovative sensing devices. www.zensorium.com.

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