

MOTIV

Revolutionizing the Wearable Experience, Motiv Ring is the First Activity + Sleep Tracker That Fits Seamlessly into Everyday Life

Through continuous wear, and with more complete data, Motiv Ring provides a better tracking experience all around

SAN FRANCISCO (January 3, 2017)—[Motiv Inc.](#), developers of next-generation wearable technology, today introduced its breakthrough innovation in activity and sleep tracking with Motiv Ring. Motiv Ring is the first highly advanced wearable device that changes the way people measure activity and sleep. Featuring an impressive amount of cutting-edge technology in a slim, ultralight design, Motiv Ring was designed to be discreet and comfortable enough to keep on all day, in any situation.

For years now, those who wear fitness trackers have made big sacrifices: they've traded style and comfort for a few hours of data-heavy insights and metrics. The ability to track and monitor these insights has so many benefits that consumers have put up with less than ideal devices. Thanks to its microtechnology, Motiv Ring offers a surprisingly lightweight, user-friendly form factor designed to fit seamlessly into the user's everyday life.

"Despite how fast the wearable market is growing, over half of those who buy a fitness tracker lose interest and discontinue use because current solutions are uncomfortable, unattractive and don't provide truly meaningful insights," said Mike Strasser, cofounder and CEO of Motiv Inc. "From a hardware perspective, we knew we had to build a device that could be with you all the time. To do that it had to be small, durable, waterproof, allow you to effortlessly measure activity and sleep, and not interfere with daily life."

Research firm Endeavor Partners indicates that to achieve long-term engagement, trackers can't simply provide data—they need to provide clear and concise insights that inspire action. In addition to tracking steps, Motiv Ring identifies and tracks "active minutes." Motiv sets a baseline beyond the 150 active minutes of moderate-intensity level exercise per week as recommended by the U.S. Department of Health and Human Services in their 2008 report "Physical Guidelines for Americans." Staying motivated by way of the Motiv app is also unique to Motiv Ring. It focuses on achieving weekly goals because health progress happens over time, adjusting daily targets based on what's been reached so far.

Motiv Ring features:

- Sleek and subtle—discreet design that effortlessly blends into everyday life
- Comfortable and durable, with ultralight titanium shell
- Waterproof up to 5 ATM—no need to take it off when washing hands, showering or swimming
- Monitors heart rate with an optical heart rate sensor
- Tracks active minutes, activity type, sleep duration, active heart rate, resting heart rate, calories burned, distance and steps
- Intuitive app establishes weekly goals and adjusts daily targets based on user's activity
- Easily charge on-the-go; no cords or bulky charging docks required
- Up to 5 day battery life *Typical battery life is 3-5 days dependent on use

While only 8mm wide, Motiv Ring features the most highly advanced technology, including a custom lithium ion battery, Bluetooth® Smart syncing, a three-axis accelerometer and tri-colored LED indication for charging and syncing. It comes in seven Motiv Ring sizes in Rose Gold and Slate Gray.

Motiv Ring retails for \$199 and is available for pre-sale at www.mymotiv.com. It includes one Motiv Ring, one Motiv Ring Sizing Set, one USB magnetic keychain charger and an extra USB magnetic charger. Motiv Ring will make its public debut at CES Unveiled on January 3, 2017 in Las Vegas.

About Motiv Inc.

Founded in 2013 by four forward-thinking entrepreneurs, Motiv is a next-generation wearable technology company focused on designing products that fit seamlessly into people's lives and keep them living better. This group of friends and colleagues share a passion and breadth of experience in product design, consumer goods, and startups. They create products people want to wear, are easy to use and deliver meaningful experiences. The company is headquartered in San Francisco. Meet Motiv at www.mymotiv.com, and connect with us on [Facebook](#), [Instagram](#) or [Twitter](#).

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Motiv Press Contact:

Emma Esrock
415.625.8555
press@mymotiv.com