

MOTIV

Motiv expands operating systems, partnerships and distribution channels

Motiv Ring is now available in new platforms to hit an even broader audience

SAN FRANCISCO, April 3, 2018 — Motiv Inc., developers of breakthrough wearable technology, today announced four significant updates to its roster of platforms, partnerships and supported mobile devices. Its expansion and integration with Alexa, Amazon Marketplace, Android and b8ta further advances how, where and when you are able to engage with your activity, sleep and heart rate data.

Amazon Alexa Integration: Motiv Ring is now integrated with Amazon Alexa. Motiv users can now ask Alexa about their health metrics through Alexa-enabled devices. The first questions will focus on data syncing and heart rate. Soon, you will also be able to ask about your sleep duration, with other high-level metrics following throughout the year. Use the Amazon Alexa app to enable the Motiv skill and link your account.

Amazon Marketplace Distribution: Motiv Ring is now available for purchase on [Amazon](#), the largest internet retailer in the world. Availability on Amazon allows for Motiv Ring's distribution to scale massively, and make it even easier for consumers to purchase.

Android Open Beta Launch: Motiv Ring has expanded its operating system support to include Android. The Open Beta program will have a more comprehensive feature set by the end of the first half of 2018. Motiv's app can now be found on the [Google Play Store](#).

b8ta Store Distribution: Motiv Ring will also extend its reach into the physical world with new distribution in national retailer, b8ta. b8ta allows for people to discover, try and learn about the latest products. With both Motiv Ring sizing sets and product on-site, b8ta customers can get fitted and take home a properly-sized ring in a same-day purchase.

"We listened to what our customers asked for and delivered new ways to buy and engage with our product. This allows us to make Motiv Ring even more useful for our current customers but also expand who might be interested in a truly wearable wearable," said Tejash Unadkat, CEO, Motiv. "We will continue to push ourselves to improve how we deliver the health data customers want, when they want it, and are very excited by this first big step."

About Motiv Inc.

Founded in 2013, Motiv is a breakthrough wearable technology company focused on designing products that fit seamlessly into people's lives and keep them living better. Our team shares a passion and breadth of experience in product design, consumer goods and innovative startups. Motiv creates 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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