



The third generation of smart bands with the function of calorie intake counting is already on sale.



HEALBE has announced the official launch of the third generation of smart bands, GoBe3. Previously, the new product was only available in pre-order in a limited edition.

The HEALBE brand was created in 2012 in Russia. A crowdfunding campaign with a pre-order of the first device was launched on Indiegogo in 2014. The campaign has raised more than \$1 million. In 2015, online and offline sales of HEALBE GoBe1 were launched on the international market. In 2017, sales of HEALBE GoBe2 were launched.

At the moment, the geographical map of HEALBE users covers 72 countries, more than 57 thousand devices have been sold. The key sales regions are the USA, Japan, China, Russia.



All HEALBE GoBe devices use proprietary FLOW™ technology for automatic measurement of calories intake, water balance, and stress levels. This combination makes the device the most functional for those who control nutrition or want to improve their shape and health.

The accuracy of the calorie intake measurement is 89% (100% - 11% error). It was confirmed by independent studies at the University of California UC Davis (USA) and the Red Cross Hospital (China).

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The company also collaborates with research universities in Russia, Europe, and the United States to develop the application of technology in various fields of medicine and improve the quality of people's lives.

HEALBE's patent portfolio includes more than 70 documents worldwide, and the company is ranked among the five largest in the world in terms of the number of patents in key areas.

Now the company is testing the function of assessing the dynamics of glucose in blood in different countries in order to provide users with additional opportunities to assess their lifestyle, nutrition (meals) and physical activity independently. The company is also working on creating a platform for customer service of telehealth services.





HEALBE GoBe3 device uses a bioimpedance sensor, galvanic skin responses, body temperature, a 9-axis accelerometer, and an optical pulse wave sensor. This allows to provide users with the widest set of tracked body performance indicators:

-  the number of calories received with meals and drinks,
-  the number of calories spent on physical activity and basic metabolism,
-  energy balance,
-  body hydration,
-  stress: physical and emotional,
-  pulse and heart rate indicators,
-  sleep begin and end recognition, including daytime sleep. REM phases during sleep, sleep quality estimation,
-  number of steps,
-  the distance covered.

HOW DOES THE HEALBE GoBe3 DIFFER FROM OTHER SMART WEARABLE DEVICES?

The main difference between HEALBE GoBe smart bands and competitors is the ability to determine the balance of the calories intake and expenditure, as well as stress level and hydration of the user's body simply by contacting the user's skin.

Unique features of HEALBE GoBe devices:

-  counting calories received from food and drinks, and calories spent on basal metabolism — maintaining the functioning of internal organs;
-  automatic tracking of hydration — the body's water balance. GoBe not only helps to determine the water balance but also reminds you to drink in time;
-  emotional balance: assessment of the impact of emotions on stress during the day;
-  all algorithms are based on state-of-art physiological models, which makes it possible to personalize the device for a specific user.

WHAT'S NEW?

GoBe3 was created together with a large community of HEALBE users and has incorporated several improvements compared to the second generation. In GoBe3, we've managed to implement wider functionality and make it as comfortable as possible for daily use. For example, the new model is equipped with **hypoallergenic titanium sensor contacts** and a **soft-touch silicone strap**.



The device has become more elegant thanks to a **lighter, thinner body** and comes in various colors. Colored replaceable straps according to the user's preferences beneficially complement any style of clothing.

The internal equipment of the smart band also has several improvements:

- The device is equipped with an optical pulse sensor that accurately measures heartbeats even during intensive physical activity.
- **The modified geometry of the GoBe3 sensors** has improved the accuracy of data gathering.
- Due to improved algorithms, random user movements and external interference no longer have a significant impact on activity estimations.
- GoBe3 is equipped with a touch-sensitive anti-glare display with the "Always-on Display" function. This allows the user to see up-to-date information without unnecessary interactions.
- The display is **protected by a scratch-resistant Corning Gorilla Glass lens**.



The updated HEALBE applications are easily integrated with **Apple Health** and **Google Fit services**. It allows users to synchronize data on the quality of sleep and physical activity with the user's smart electronics ecosystem.

«At HEALBE, we believe that technology is an integral part of our lives in the 21st century. When developing new products, we strive not only to facilitate the daily process of weight control but also to help people understand themselves to lay the foundation for long-term changes for the better».

Artem Shipitsin, HEALBE CEO and co-founder.

HEALBE GoBe3 is already available for order on

healbe.com

For advertising and interviews
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