



The third generation of GoBe smart bands with the functions of calorie intake counting, hydration level measurement and nervous system activity monitoring is already on sale.



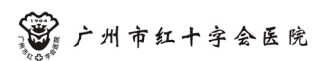
The HEALBE brand has been created in 2012. A crowdfunding campaign featuring a pre-order of the first device was launched on Indiegogo in 2014. The campaign has raised more than \$1 million. In 2015, online and offline sales of HEALBE GoBe1 were launched on the international market. In 2017, sales of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

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



All HEALBE GoBe devices use proprietary FLOW™ technology for automatic measurement of calorie intake, water balance, and stress levels. All this combined with the nervous activity tracking makes the device the most functional for those who control nutrition or want to improve their shape, consciousness, lifestyle and health.

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












The company also collaborates with research universities in Europe and the United States to develop and apply the technology in various fields of medicine to improve quality of life for thousands.

HEALBE's patent portfolio includes more than 70 documents worldwide, and the company is ranked among the five largest in the world by 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 and nutrition. The company is also working on creating a platform for customer telehealth service.

HEALBE GoBe3 device incorporates measurements from a bioimpedance sensor, galvanic skin response sensor, 9-axis accelerometer, and an optical pulse wave sensor. This allows to provide users with the widest set of data:

-  the number of calories received with meals and drinks,
-  the number of calories spent on physical activity and basic metabolism,
-  energy balance,
-  body hydration and water loss in ml,
-  neuroactivity,
-  physical stress,
-  pulse and heart rate indicators,
-  quality of daytime and night sleep, smart alarms,
-  number of steps, the distance covered.

## HOW DOES HEALBE GOBE3 DIFFER FROM OTHER SMART WEARABLE DEVICES?

The main difference between HEALBE GoBe smart bands and competitors is the ability to determine the individual balance between calorie intake and expenditure. Two other unique features: nervous system activity monitoring and direct body hydration tracking makes GoBe an outstanding solution for a wide variety of users' tasks.

### 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 hydration and dehydration tracking — monitoring body's individual water balance. GoBe not only helps to determine the water balance but also estimates the water loss in ml;



neuroactivity — direct tracking of sympathetic nervous system's activity level to help controlling nervous tension and find an ideal work-life balance;



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 components 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 don't 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](https://healbe.com)

For advertising and interviews [pr@healbe.com](mailto:pr@healbe.com)

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