



OURA

Improve Sleep. Perform Better.

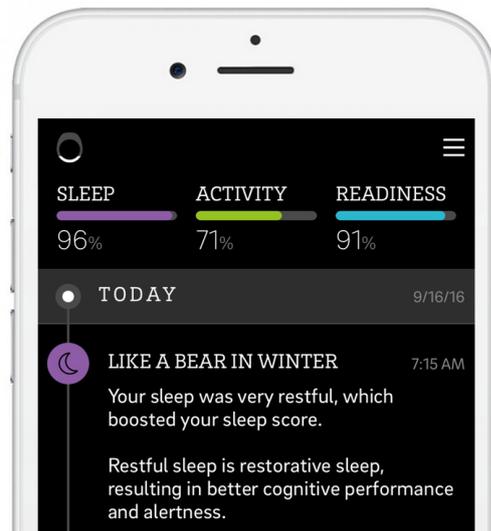
OURA is a revolutionary wellness ring and app, designed to help you get more restful sleep and perform better. It enables you to understand how your daily choices and rhythms affect your sleep and recovery, and how the quality of your rest affects your readiness to perform during the day.

When you sleep, the OURA Ring analyzes the quality of your rest and recovery by measuring your heart rate dynamics, respiration rate, body temperature, and movement. During the day, it automatically measures the intensity and duration of your physical activity, and the time you spend inactive. The ring has a built-in processor for measuring and analyzing your data, and enough memory to store it for up to three weeks.

The OURA Ring uses Bluetooth Smart to sync with the easy and intuitive OURA App, which visualizes your data, and gives actionable insights to help you identify patterns between your sleep quality and lifestyle. By combining short- and long term data about your sleep and behavior, OURA can analyze how well you've recovered, and guide you to adjust your activities accordingly.

Technical specifications

Material: High-tech ceramic (Zirconia)
100% medical grade, non-allergenic inner surface
Scratch resistant, Waterproof (up to 50 m / 164 ft)
Available finishes: Mirror Black, Arctic White and Stealth Black
Optical Heart Rate and Pulse Waveform measurement, Body Temperature measurement
3D-Accelerometer
Battery life: 2-3 days, charges in < 1h
Comes with charging box (Micro-USB)
Bluetooth Smart
Available on iOS and Android
Price: 329€ - 549€ (\$299 - \$499)



About the Company

Ouraring is a health technology company founded in 2013. The company's HQ and major manufacturing facilities are located in Oulu, Finland. Other locations include Helsinki, San Francisco (CA), Boulder (CO) and New York City. The company's first product OURA wellness ring and app was launched in 2015. In addition to the CES 2016 Best of Innovation award, the product has received the Women's Health Fitness Award in May 2016.