



**PRESS RELEASE - FOR IMMEDIATE RELEASE**

**FOKUSLABS**  
Look. Listen. Learn.

**RE-vibe**



## **Introducing RE-vibe: The World's First Anti-Distracton Wristwear™**

- Initially designed for children in the classroom, RE-vibe is intended to increase time kids and adults spend on-task and engaged in work and learning through specialized vibration reminders.
- Launched to the public on Monday, December 14<sup>th</sup> - Shipping Friday, December 18<sup>th</sup>
- Retails for \$99.00 USD.

### **Wake Forest, NC (December 16<sup>th</sup>, 2015)**

After several years of development, two grants, one Kickstarter campaign and a clinical research pilot, Wake Forest, NC-based FokusLabs, Inc. has officially released the RE-vibe—the world's first anti-distracton wearable for kids and adults that finally moves wearables away from counting steps and calories.

The wearable device is a tactile wristband containing proprietary software that is aimed at increasing the amount of time users spend actively engaged in learning or work completion through vibration reminders. The quiet vibration it emits on the wrist, actually helps kids to get back to work. A simple instruction like, "When you feel this buzz, remember to get back to work", helps the vibration become synonymous with the necessary reminder. RE-vibe's patent-pending algorithm software eliminates the headaches of programming by featuring several one-touch settings to meet individual user's various levels of need and also includes a mode just for homework. Based on the chosen setting, it approximates when the user may need a reminder. It is also aimed to mitigate the habituation that users wearing the same device for extended periods often experience.

RE-vibe was designed by a school psychologist after ten years of working with children whose inability to stay on-task prevented them from excelling in the classroom. Created with these children and the needs of teachers in mind—the device is highly compatible in a classroom setting. RE-vibe's distraction-free design has no buttons to push, and automatically turns itself on and off when it senses it is being worn by the user. It also conceals its red and blue LED lights, which only shine through for necessary alerts. While the device was created with children in mind, due to popular demand from off-task grown-ups, an adult sized wristband is also available.

"The best part about creating RE-vibe has been the inspiring emails we receive each day from parents, teachers and students who thank us for creating this technology," says Inventor, CEO and active School Psychologist, Rich Brancaccio. "It's always been about leveling the playing field by fusing psychology with technology to build a wearable that enacts positive change. Based on our pilot study and user feedback, it seems like we've accomplished our goal."

RE-vibe is proudly made in the USA and incorporates a health-conscious design, which features food-grade plastic free of any lead, phthalates, or BPA/BPS. The wristband also utilizes an OEKO-TEX certified organic cotton lining for added peace of mind. "One of the things I love about our company is we believe in building products that are safe to wear while always putting people before profit," said Gwen Campbell, Manager of Operations and Engineering.

RE-vibe was launched to the public this week and the company will begin shipping units as early as Friday, December 18<sup>th</sup>.

### **About FokusLabs**

*FokusLabs, Inc.* is a North Carolina based company dedicated to helping children and adults overcome obstacles faced in the classroom and workplace by fusing psychology with technology. Its introductory offering is the *RE-vibe*, a wearable wristband that helps remind users to stay on-task in classrooms, at home, or in office settings.

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