

Spire Health Tag, the First Discrete and Actionable Health Monitor, Recognized by Fast Company as One of the Most Innovative Products of 2018

Standing out among more than 2,800 applicants, Health Tag received an honorable mention in the health category as a product that's solving the problems of tomorrow, today

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[Spire](#), the leader in actionable health monitoring, today receives honorable mention from [Fast Company's Innovation by Design Awards](#) for [Health Tag](#), the world's first continuous health monitor that discreetly adheres to the clothes you wear most and analyzes breath and heart rate inflection points to help you sleep better, reduce stress and be more active.

Fast Company's Innovation by Design Awards is the only competition to honor creative work at the intersection of design, business and innovation and will highlight Health Tag in the October issue of the print magazine, as well as online.

The award is recognition that with Health Tag, Spire is defying the status quo of traditional health-monitoring technology and wearables — clunky armbands, impractical jewelry, smart mattresses and more that never quite lived up to consumer expectations. Device form factors have so far been too inconvenient to allow for 24-hour use and device health data rarely provides actionable insights that allow users to genuinely improve their lives.

Health Tag, on the other hand, is designed to disappear into users' clothing, and only notify when it can help. Available in multi-packs, users simply tag the clothes that they wear most often like underwear, bras, pajamas or activewear and get going. Health Tags never need to be charged — the battery lasts for up to two years — and are also completely washer and dryer-proof, so users never have to take them off.

“The future of design is about more than coddling users,” says Stephanie Mehta, editor-in-chief of Fast Company. “It’s about giving them power over their technology.”

Achieving this level of convenience came with enormous design challenges. Spire overcame these challenges by building new components from the ground up — advanced sensors that can withstand years of use and abuse and capture vast amounts of health data, all while operating with minimal power.

“Now is an incredibly exciting time to be innovating in health monitoring,” said Jonathan Palley, CEO and co-founder of Spire. “It’s not about ‘wearables’ anymore. It’s about designing devices to meld seamlessly with our day-to-day lives — devices that we don’t even have to think about putting on in the morning, taking off at night or charging. We’re thrilled to be a part of this new product design movement, and to be recognized by Fast Company, one of the most esteemed authorities in business, technology and design.”

Winners, finalists, and honorable mentions are featured online and in the October issue of Fast Company magazine, on newsstands September 18th. Winners will also be recognized at Fast Company’s Innovation Festival at a special celebration on October 23, 2018.

Fast Company editors and writers spend a year researching and reviewing applicants for the awards. This year, winners and honorees were selected in the following categories: Apps and Games; Experimental; Fashion and Beauty; General Excellence; Graphic Design and Data Visualization; Health; Products; Retail Environments; Social Good; Spaces, Places, and Cities; Students; Timeless Design; User Experience; Web Design; and Workplace. Fast Company is also recognizing Google as the title’s first-ever Design Company of the Year.

Health Tag was recognized in the Health category, which includes consumer products that improve health and well-being, including apps, medical devices, fitness trackers, and athletic equipment. Entries were judged on functionality, originality, beauty, sustainability, user insight, cultural impact, and business impact; judges included designers and design-minded executives from companies and organizations such as Airbnb, Nike, Planned Parenthood, Pinterest, Walmart, InVision, Gensler, and more.

The news demonstrates Spire's solidified stance as the market leader in continuous-respiration sensing, real-time interventions and actionable feedback. The company's products are used in-practice by over a thousand healthcare professionals worldwide, in addition to the thousands of consumers using them to help manage their day-to-day health through discreet health monitoring. Spire's success has paved the way for the next generation of wearables - devices that live on people's everyday clothing.

About Spire

Spire is dedicated to giving every person the power to control their own mental and physical health by capturing real-time bio-signals and making data useful and actionable. The company was founded in 2013 by Jonathan Palley, Neema Moraveji, Ph.D. and Ben Yule. Spire has quickly become the recognized market-leader in continuous respiration sensing, real-time interventions, and actionable feedback with backing from Rock Health, Stanford StartX, and other leading medical device investors. Learn more at spire.io

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