

Spire Introduces Health Tag, the First Invisible, Clothing-Adhered Health Monitor, Launches in Apple Stores and Officially Ships to Customers

Health Tag enables mass-market smart-clothing and seamless health monitoring

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SAN FRANCISCO (Sept. 20, 2018) -- [Spire](#), the leader in actionable health monitoring, today announces that Health Tag is available in Apple Stores in the U.S., U.K. and China, with worldwide availability coming soon; concurrently, Spire has begun shipping Health Tag to its customers. Health Tag discreetly adheres to clothing, in a never-before-seen form factor, to provide continuous monitoring of your health to help you sleep better, reduce stress, and be more active.

The first generations of health monitoring technology haven't quite lived up to consumer expectations. Devices came in the form of clunky fitness trackers, impractical jewelry, even smart mattresses. The problem? They suffered the same pitfalls: remembering to put them on, take them off, charging them at night, etc.

That's why Spire has reimagined health monitoring with Health Tag. It's designed to just disappear, and only notify you when it can help. With Health Tag, all a user has to do is get

dressed. Available in 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 and are also completely washer and dryer-proof so users never have to take them off.

“Continuous health data will revolutionize health and wellness globally, but early incarnations have been hampered by poor user experiences and a focus on the hardware over the outcomes that the hardware can create,” said Jonathan Palley, CEO & co-founder of Spire. “By making the device ‘disappear’, we believe Health Tag is the first product to unlock the potential.”

Health Tag’s features at a glance:

- **Easy, Invisible Form Factor:** Stick them on and forget them. Health Tags are designed to be semi-permanently adhered to your clothing and go through the laundry cycle so that you can keep wearing the clothing you already own.
- **Unprecedented Battery Life:** The batteries never need charging and last up to a year and a half.
- **Clinical-Grade Health Sensors:** Health Tags monitor your respiratory patterns, heart rate, and activity in order to measure your sleep, stress, and workouts. Additionally, Health Tags have a proprietary sensor that enables them to identify and help manage physiological stress tied to changes in your breathing patterns.
- **LiveInsights:** LiveInsights identify changes in your stress, activity and sleep patterns, and suggest actionable steps you can take to improve your health, such as increasing activity or getting more sleep.

“Real life doesn’t leave much time for charging and taking care of even more technology, which is why I have so much of it in my junk drawer,” quipped Kristopher Young, Health Tag beta user. “So I’m impressed by how Spire Health Tag simply disappears into the clothes I already wear. Both the accuracy of the monitor and the live feedback have helped me improve my sleep and boost my activity level without interrupting my life.”

Health Tag joins its predecessor, Spire Stone, on Apple’s shelves, solidifying Spire’s position as the market leader in continuous-respiration sensing, real-time interventions, and

actionable feedback. Spire's products have also been recommended and used in-practice by thousands of healthcare professionals worldwide.

Health Tags will be sold as a 3-pack for \$129, a 6-pack for \$229 and an 8-pack for \$299, with additional pack sizes available at spire.io.

Initial purchases can receive discounted monthly Spire+ membership, normally \$10/month. With Spire+, members can receive unlimited free Health Tag replacements when batteries run out, discounts on additional Health Tag purchases, and personalized health reports.

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. 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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