



# 2017 Marketing Guidelines

Spire Breath + Activity Tracker: Discover Calm



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## Product Description

Spire is the world's only breath and activity tracker proven to decrease stress and increase productivity. Spire measures breathing to determine your state of mind to help you achieve calm. Backed by research from Stanford's Calming Technology Lab, Spire is recommended by doctors and mental health professionals worldwide. \*\* note: Requires the Spire activity tracker, available for purchase at <http://spire.io> \*\*

## Key Features

- Get notified BEFORE you get too tense and what you can do about it.
- Understand your stress by location, time, or activity with daily stats and weekly reports.
- Master the visual Breath Guide to help catch your breath and lower your tension.
- Follow your breath-wave on-screen and see how it changes during your moments of focus, calm, and tension.

- Track your activity, steps, calories, and more.
- HealthKit-ready: share your activity and breath-rate data with Apple's Health app.
- Washer-safe; 12-day battery life; Live phone support

## Messaging Points

- Spire is the world's only wearable proven to reduce stress and increase productivity.
- Simply clip the tiny Spire stone to your belt or bra and it will sense respiratory patterns and changes in your state of mind.
- Spire gently notifies you with insights delivered to your iOS or Android device for a mindful, balanced, and productive day.
- Spire's app also guides you through short, simple breathing exercises that contribute to a happier, healthier life.
- Spire is proven to decrease stress, backed by research from Stanford University's Calming Technologies Lab, and is recommended by doctors and health professionals worldwide.

## Company Philosophy

To enable people to become their best self, to increase value of the insights Spire delivers, and to decrease friction of wearing a tracker.

## Press Quotes

*"This is basically a little gem of self-awareness" --Vanity Fair*

*"Get a Spire to deal with your anxiety" --Digital Trends*

*"Reconnects your body and mind" --GQ*

*"Spire helps you to control your breathing to maintain an optimal level" --Glamour*

*"I felt like frigging Buddha looking at all my glorious streaks of calm and focus" --Gizmodo*

*"The easiest for tracking stress over time" --PopularScience*

## In the Box

