

ZEN
SOR
IUM

Staying Fit & Relax

Quantified Self | October 2013

i. brainchild

putting tinké together

ii. be different

truly knowing myself

iii. understanding

empower decision marking

 zensorium

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Design Architecture

Simplicity at your fingertip

Fitness & Wellness

Know yourself and relax.



Scientific Algorithms

Analysis and Interpretation

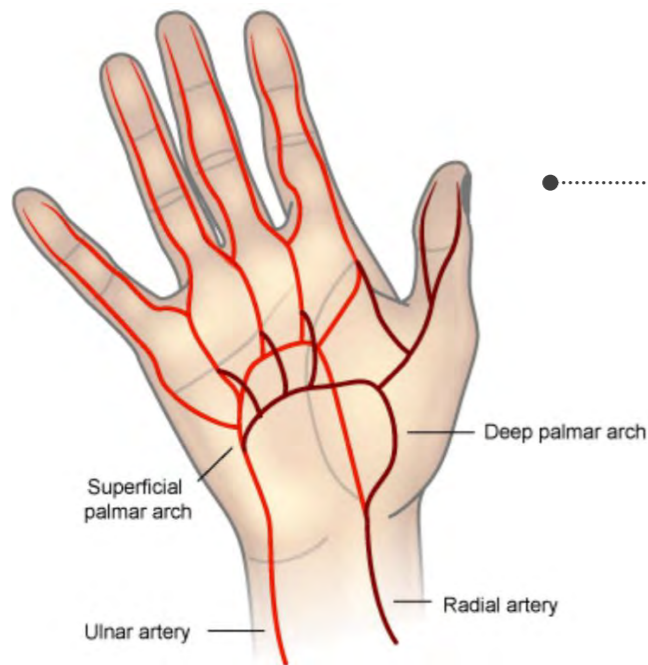
Connectivity

Data communication & Cloud



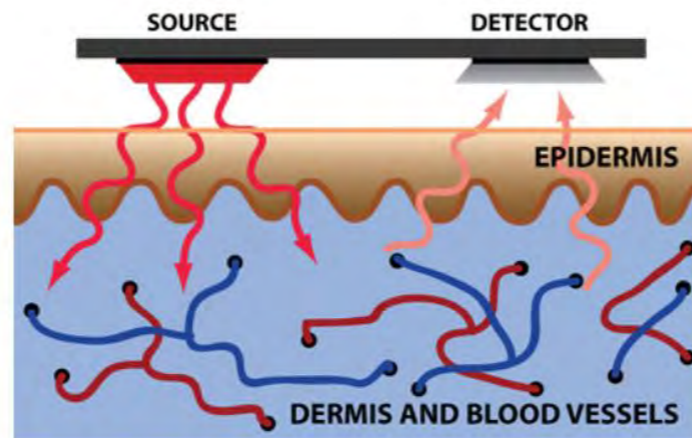
1

Observe changes of your Blood Volume



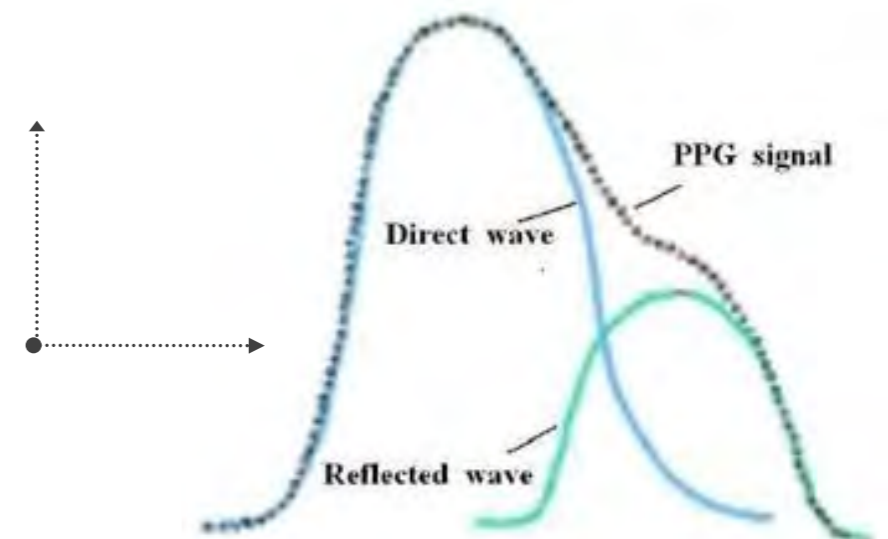
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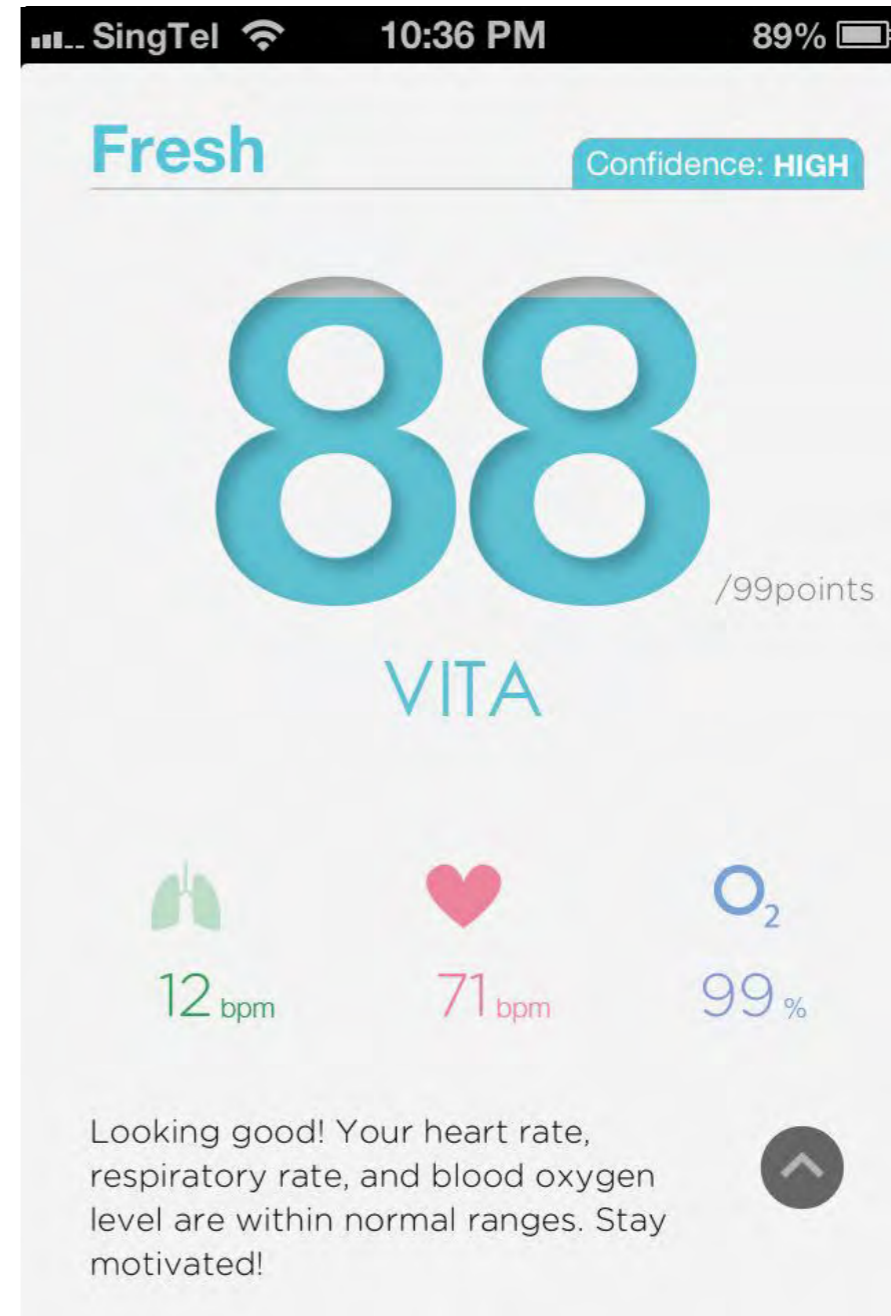
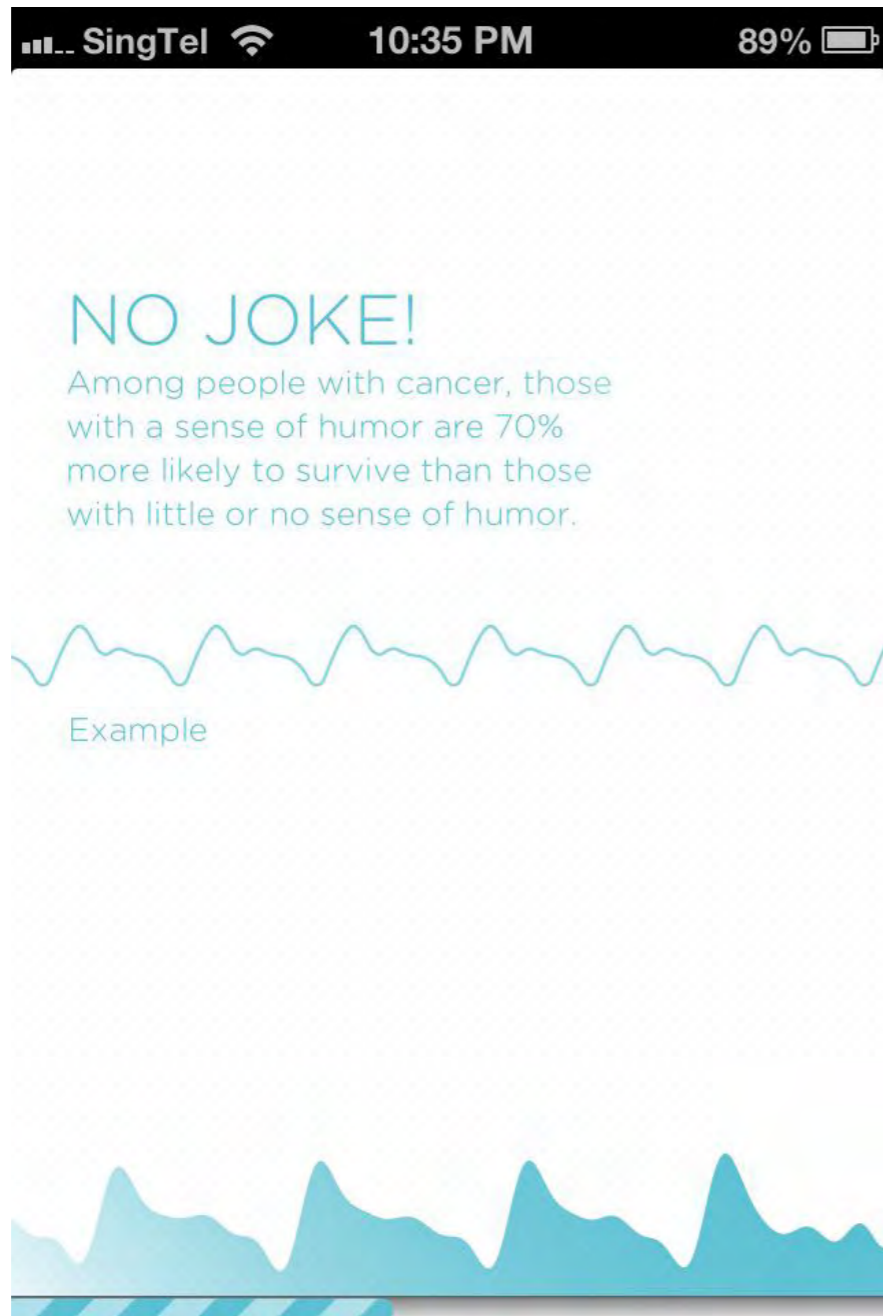
Detected via Reflective Optical Technology



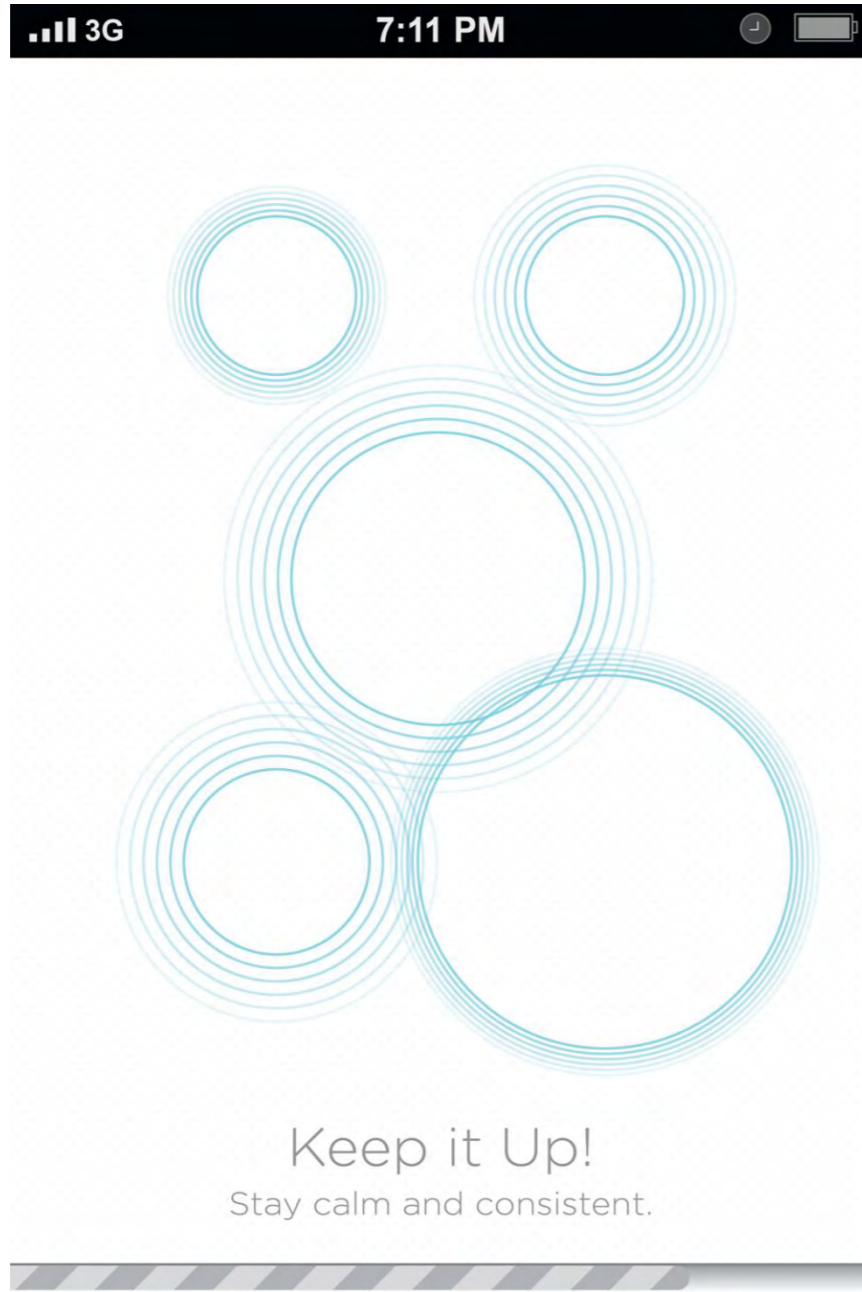
3

Analysis of your Body Signals





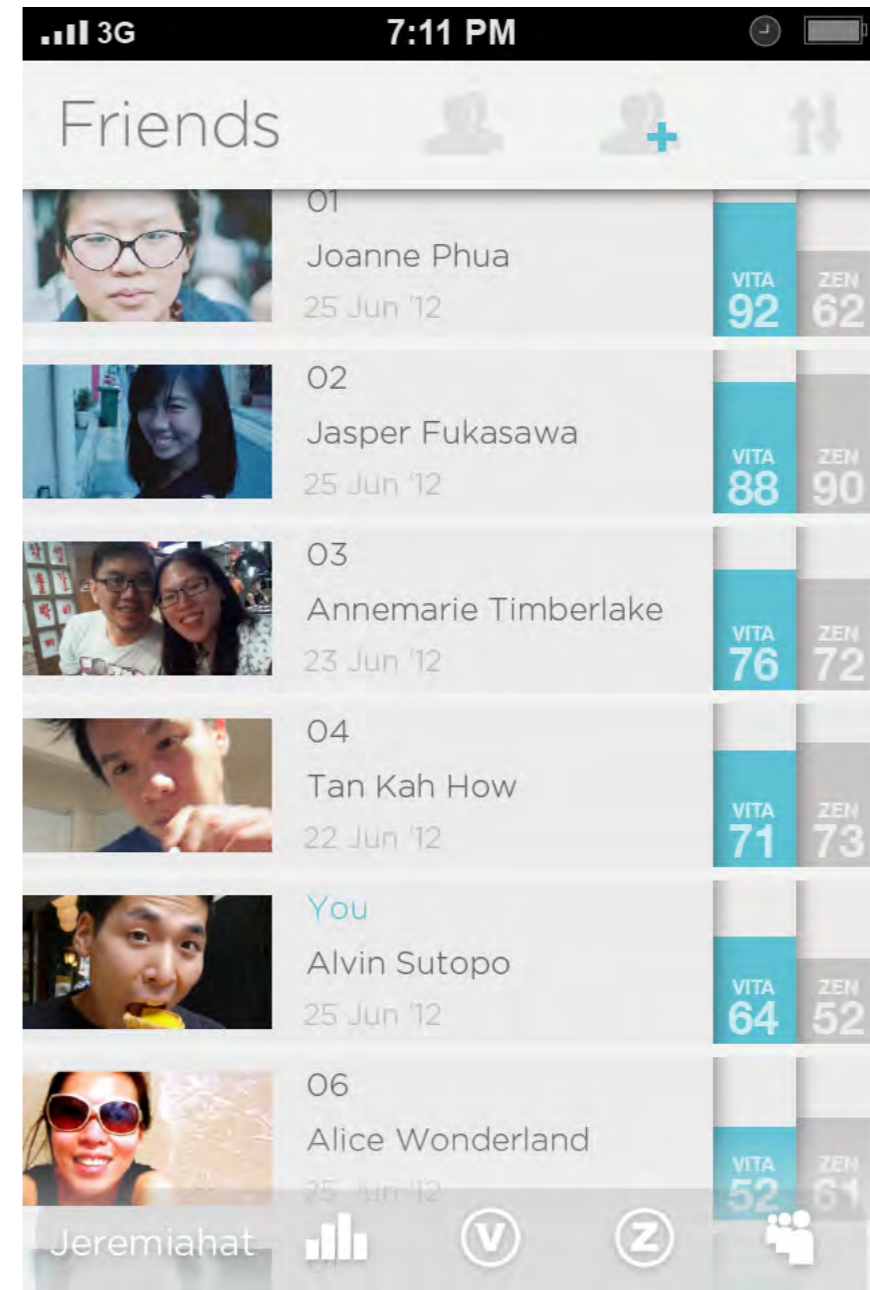
Determine Fitness via a 3-axis relationship between:
Oxygen Level, Respiratory Rate, Heart Rate



Breathing guide to calm your inner self for Relaxation:
Heart Rhythm / Heart Rate Variability



Insights by Trending



Social Reach & Influence

Differentiation
Focus on Strengths
Positioning

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Purpose		Body Sensing			Activity Trackers		
Tools		Tinké	Alpha	Basis	Shine	Flex	UP
							
Brand		Zensorium	mio	myBasis	Misfit	Fitbit	Jawbone
Price		\$119	\$199	\$100	\$120	\$100	\$130
S E N S O R S	Optical	Heart Rate Respiratory Blood Oxygen Heart Rhythm	Heart Rate (Continuous)	Heart Rate	x	x	x
	Motion	x	x	Sleep, Steps	Sleep, Steps, Movements	Sleep, Steps	Sleep, Steps
App		iOS	iOS & Android	iOS & Android	iOS	iOS & Android	iOS & Android



“Zensorium Tinké is iPhone-based Health Monitor”



“Think of it as a thumb-sized doctor’s checkup.”



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“The clear stand out: pretty, colorful and simple.”



“Tinké differs from other fitness devices with its Zen feature.”



“Vital signs... collect through a Thumb”



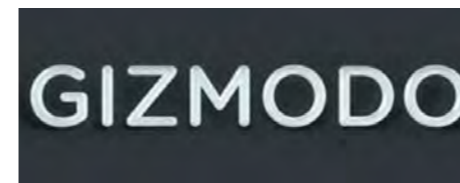
“Bringing your heart and respiratory to the centre of your attention”



“Measure your fitness and stress levels. Use Tinké, anytime anywhere”



“Measure fitness with a touch of your thumb.”

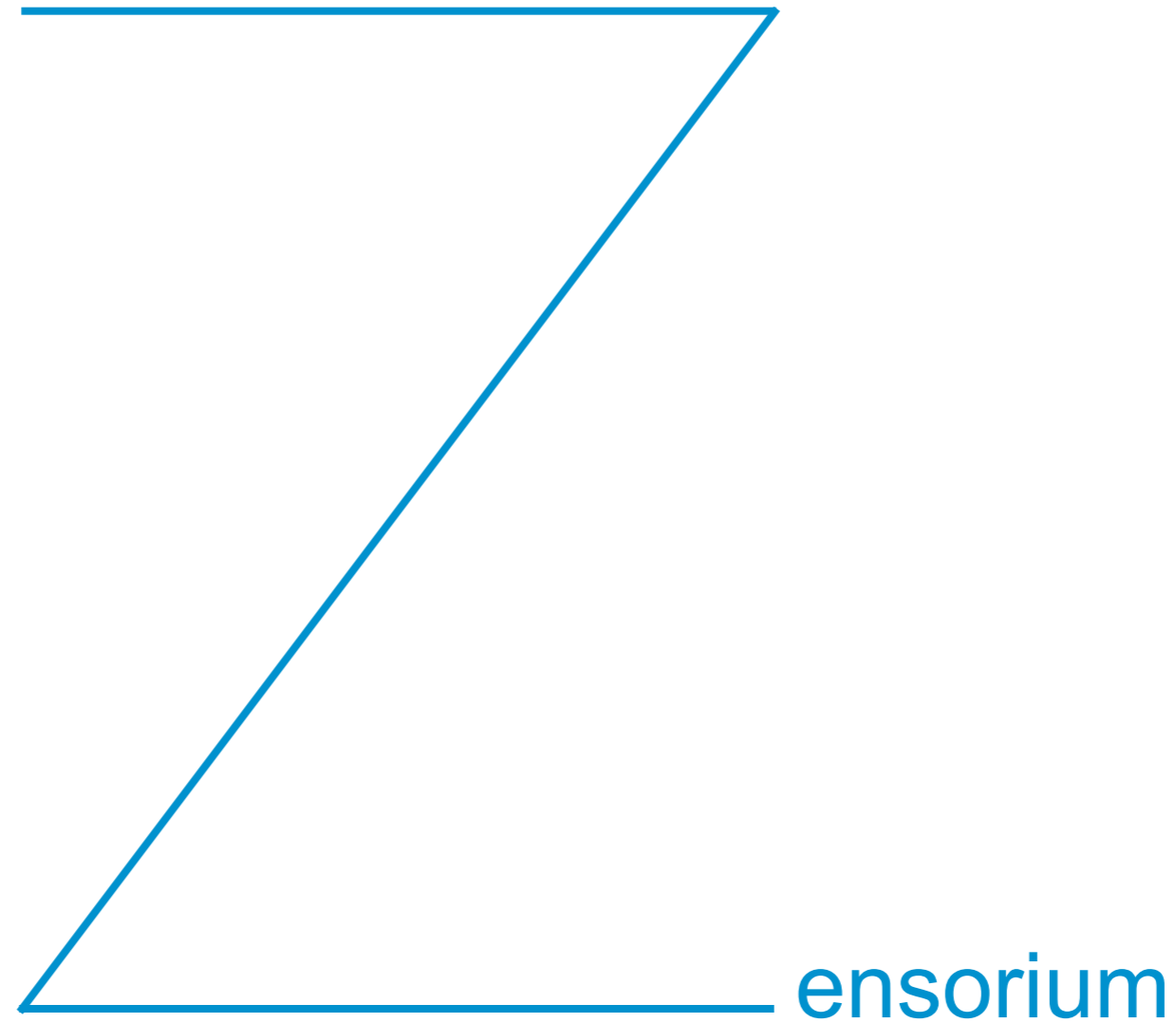


“Open a little window into Human Biology”

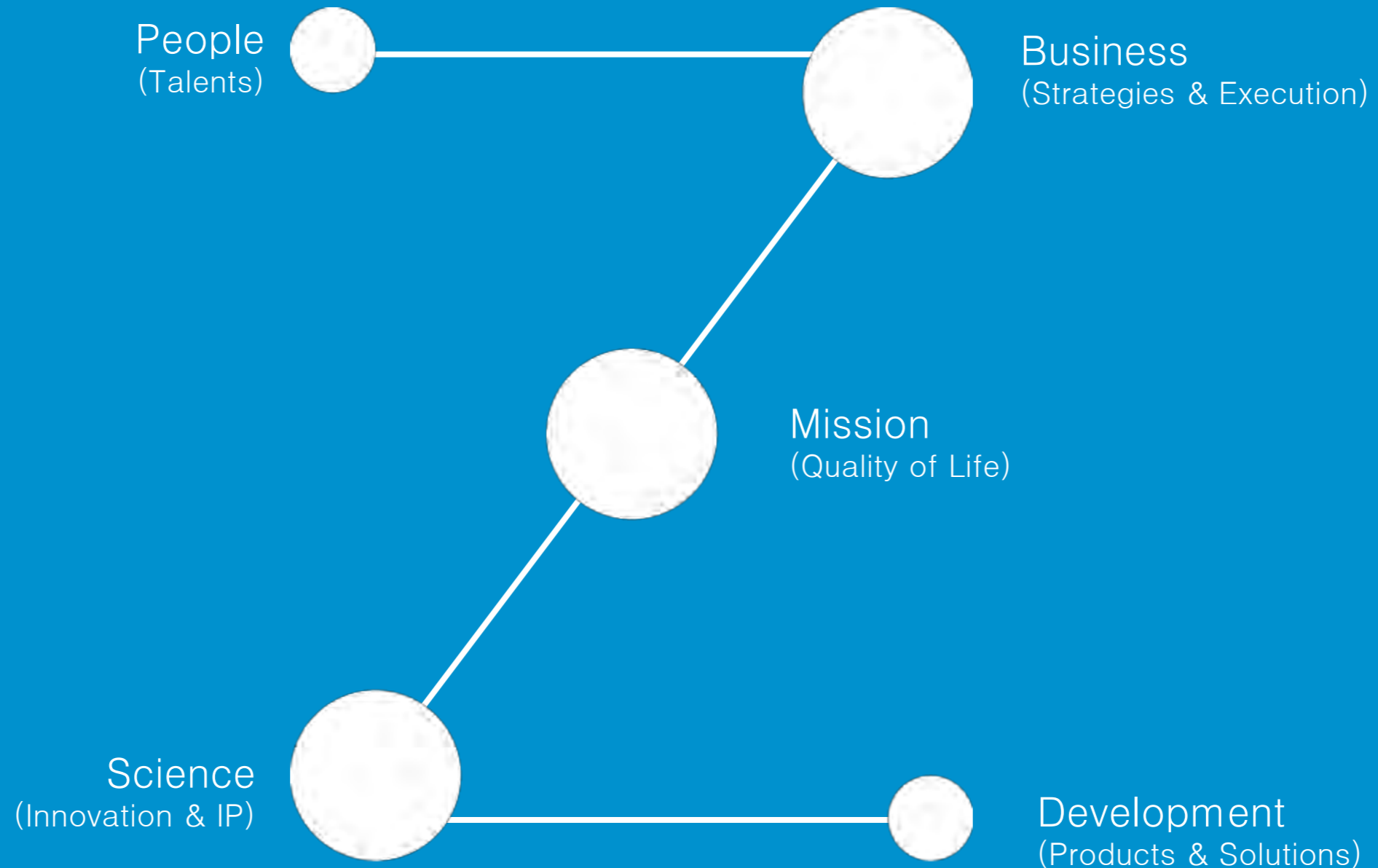


mission

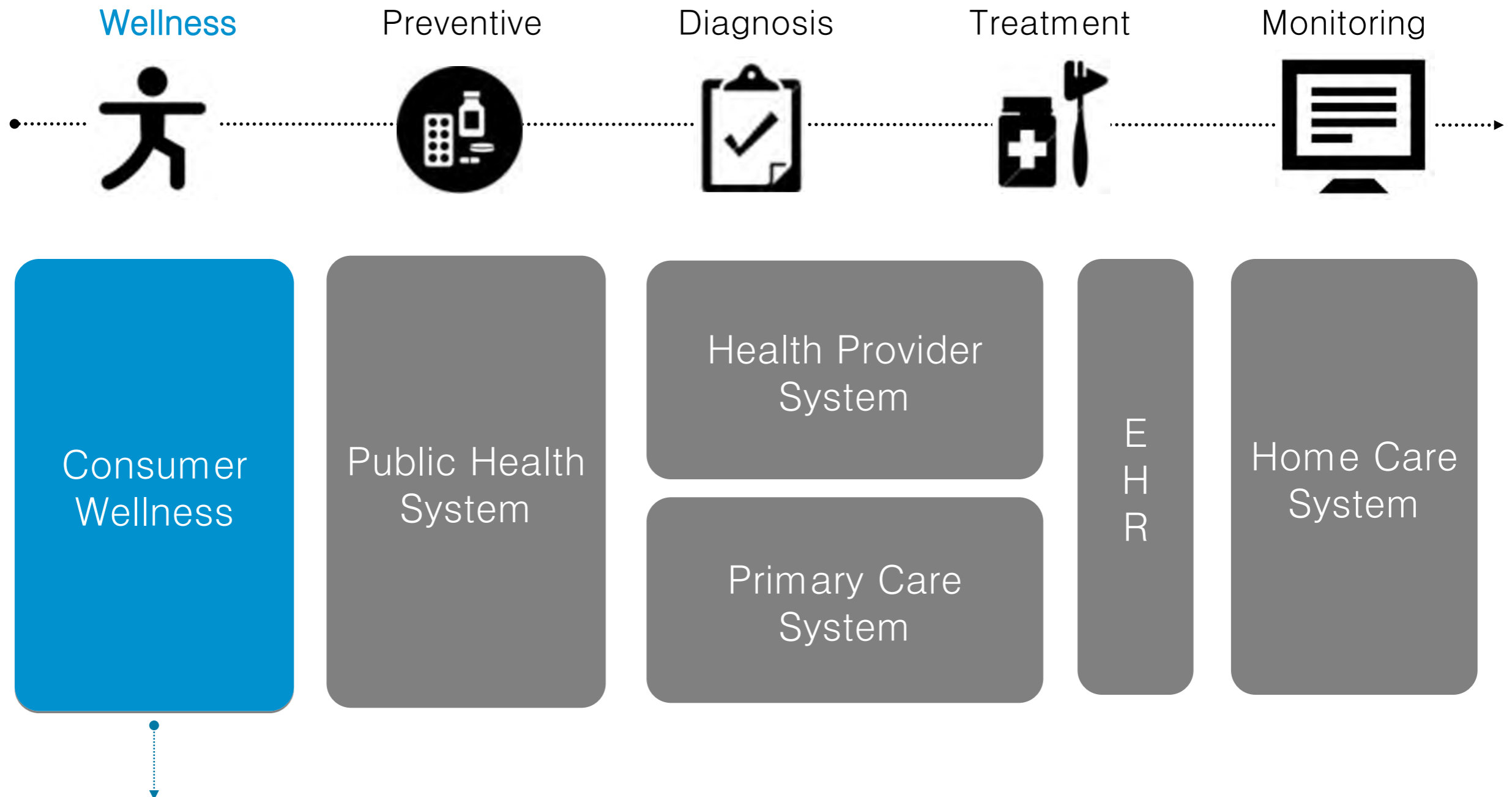
Commitment to empower individuals in elevating their quality of life through a series of innovative sensing devices and solutions.



Fusion of two words, “Zen” and “Sensorium”, to gain understanding of your body.
Zen : State of mind and enlightenment | Sensorium : Sensory system of your body.



beyond five senses



Creating a difference in consumer wellness devices and solutions by focusing on optical and biochemistry strengths.

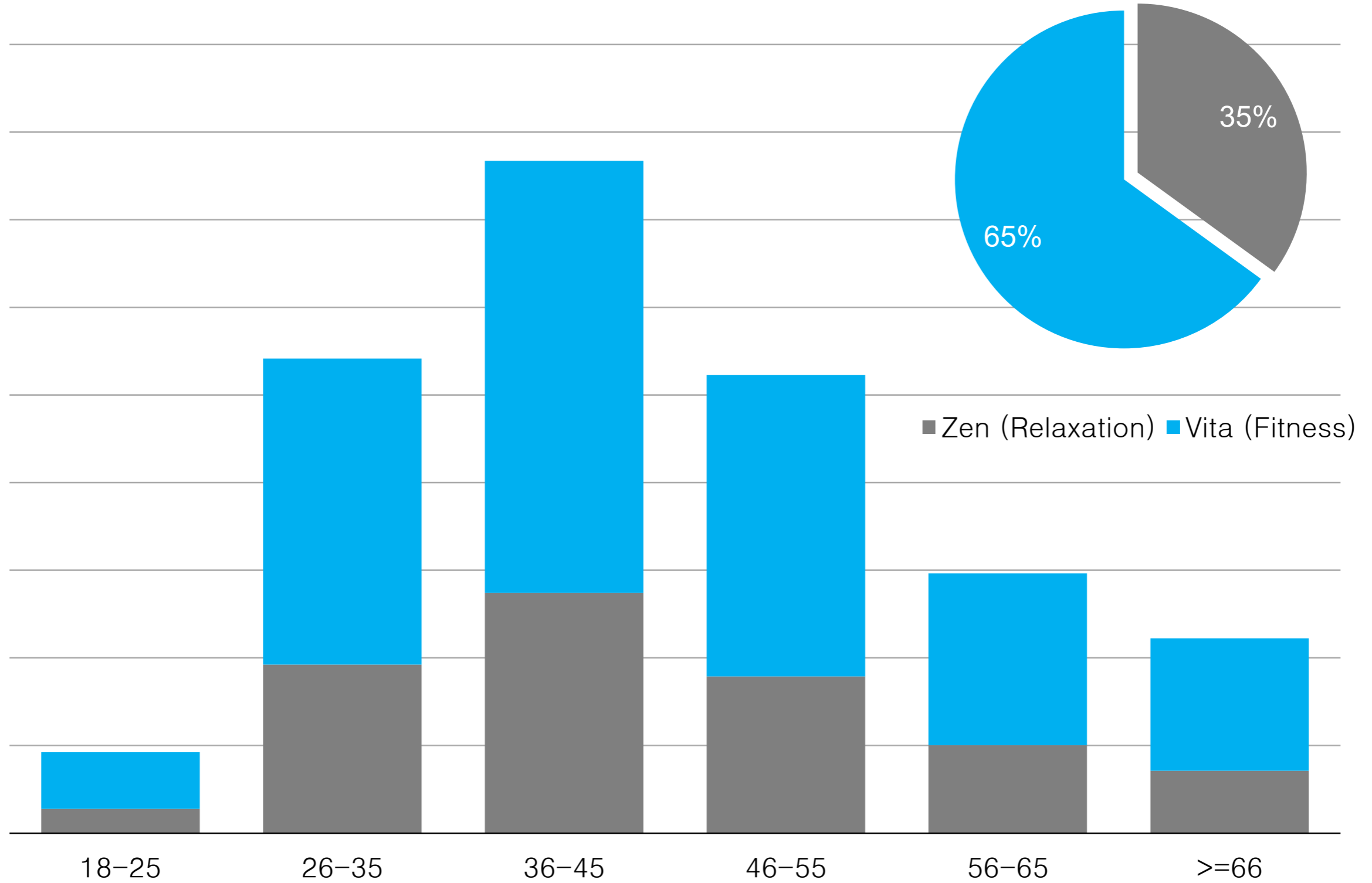
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Fitness vs. Relaxation
Impact of Fitness

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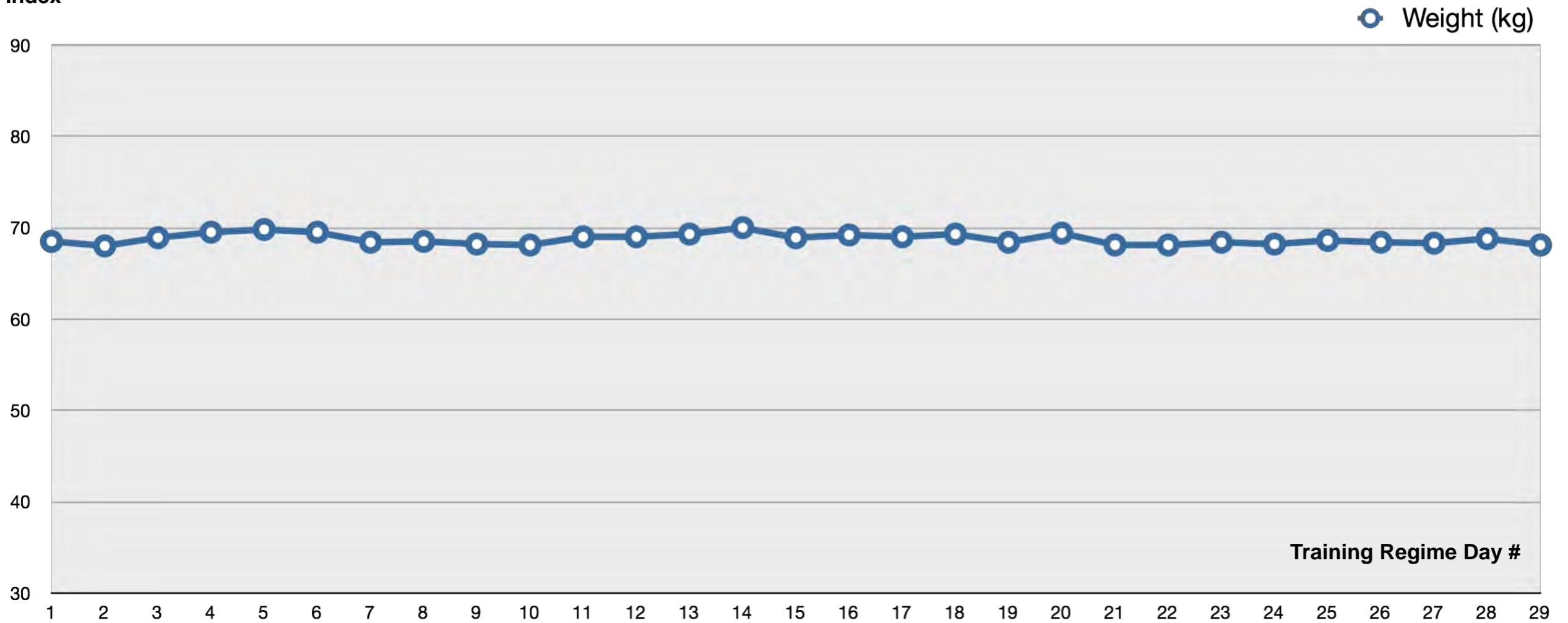


Gym Schedule

- Week 1 – Aerobic, Low Intensity, Low Reps
- Week 2 – Anaerobic, Medium Intensity, Medium Reps
- Week 3 – Power, High Intensity, Medium Reps
- Week 4 – Endurance, Medium Intensity, High Reps

Focus Areas	Improvements
Weight (KG)	< 1.0%

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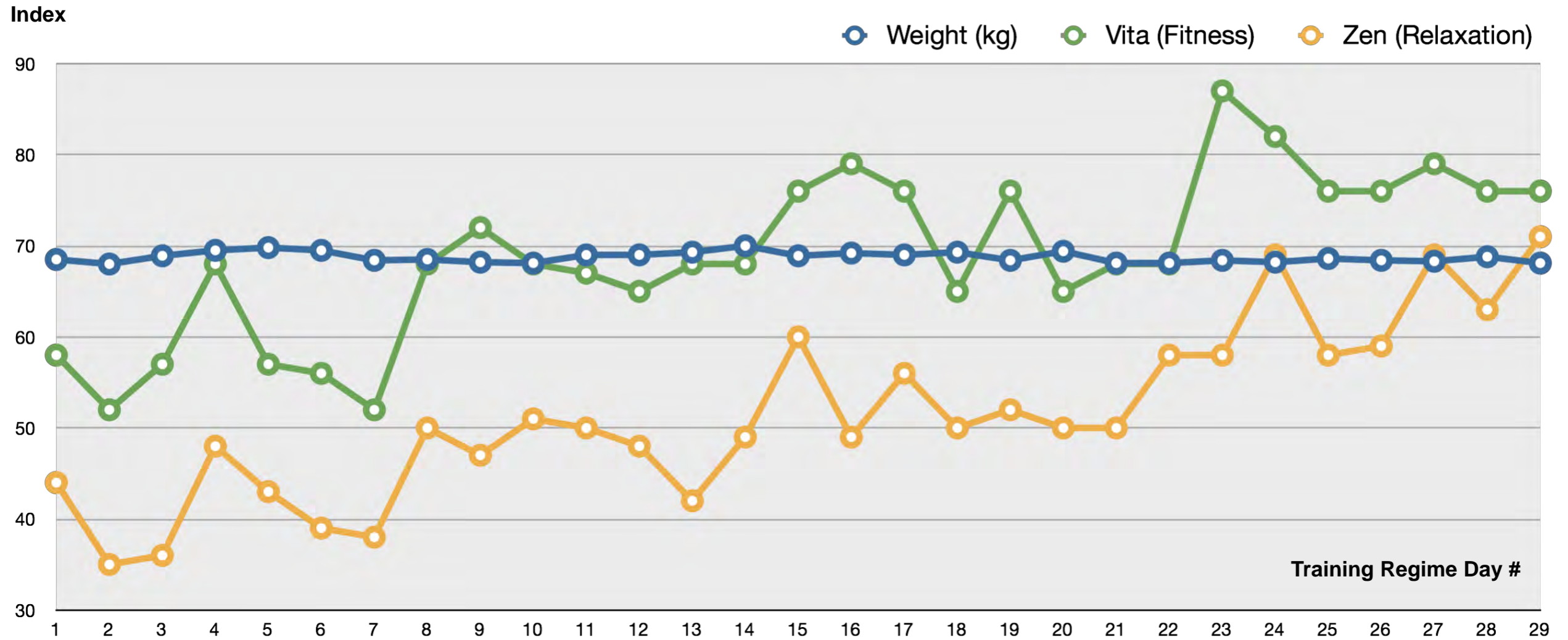




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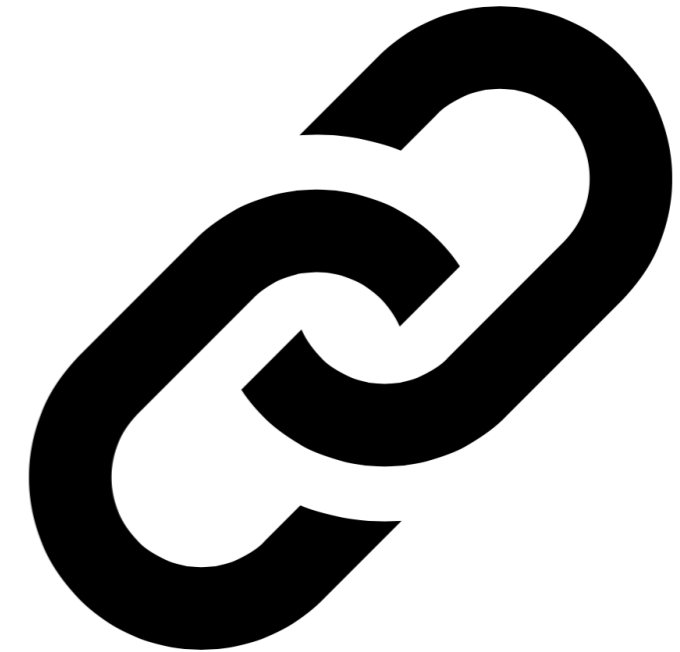
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Focus Areas	Improvements
Weight (KG)	< 1.0%
Vita (Fitness)	31.0%
Zen (Relaxation)	61.4%





Everyone of us emit data all the time



We are thus empower to improve our lifestyle

Differentiation
Focus on Strengths
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Fitness vs. Relaxation
Impact of Fitness

thank you.

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