i. brainchild
putting tinké together

ii. be different
truly knowing myself

iii. understanding
empower decision marking

zensorium
@zensorium
facebook.com/zensorium
#zensorium2012
youtube.com/zensorium2012
Design Architecture
Simplicity at your fingertip

Fitness & Wellness
Know yourself and relax.

Scientific Algorithms
Analysis and Interpretation

Connectivity
Data communication & Cloud
Observe changes of your Blood Volume

Detected via Reflective Optical Technology

Analysis of your Body Signals
Determine Fitness via a 3-axis relationship between:
Oxygen Level, Respiratory Rate, Heart Rate

Example

NO JOKE!
Among people with cancer, those with a sense of humor are 70% more likely to survive than those with little or no sense of humor.

Looking good! Your heart rate, respiratory rate, and blood oxygen level are within normal ranges. Stay motivated!
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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<table>
<thead>
<tr>
<th>Purpose</th>
<th>Body Sensing</th>
<th>Activity Trackers</th>
</tr>
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<tbody>
<tr>
<td>Tools</td>
<td>Tinké</td>
<td>Shine</td>
</tr>
<tr>
<td></td>
<td>Alpha</td>
<td>Flex</td>
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<tr>
<td></td>
<td>Basis</td>
<td>UP</td>
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<table>
<thead>
<tr>
<th>Brand</th>
<th>Zensorium</th>
<th>mio</th>
<th>myBasis</th>
<th>Misfit</th>
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<th>Optical</th>
<th>Motion</th>
<th>App</th>
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<tr>
<td></td>
<td>Heart Rate</td>
<td>Sleep, Steps</td>
<td>iOS</td>
</tr>
<tr>
<td></td>
<td>Respiratory</td>
<td></td>
<td>iOS &amp; Android</td>
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<tr>
<td></td>
<td>Blood Oxygen</td>
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LANDSCAPE / DESIGNED LIFESTYLE SENSORS IN THE MARKET
“Zensorium Tinké is iPhone-based Health Monitor”

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

“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”

“Open a little window into Human Biology”

“Measure fitness with a touch of your thumb.”
ZENSORIUM / OUR PEOPLE

mission

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

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.
People (Talents) → Mission (Quality of Life) → Business (Strategies & Execution) → Development (Products & Solutions) → Science (Innovation & IP)

beyond five senses
Creating a difference in consumer wellness devices and solutions by focusing on optical and biochemistry strengths.
Differentiation
Focus on Strengths
Positioning

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

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<tr>
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<tr>
<td>Vita (Fitness)</td>
<td>31.0%</td>
</tr>
<tr>
<td>Zen (Relaxation)</td>
<td>61.4%</td>
</tr>
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</table>

Index

Training Regime Day #
Everyone of us emit data all the time. If we can easily quantify how we are feeling, we are thus empowered to improve our lifestyle.
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thank you.

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