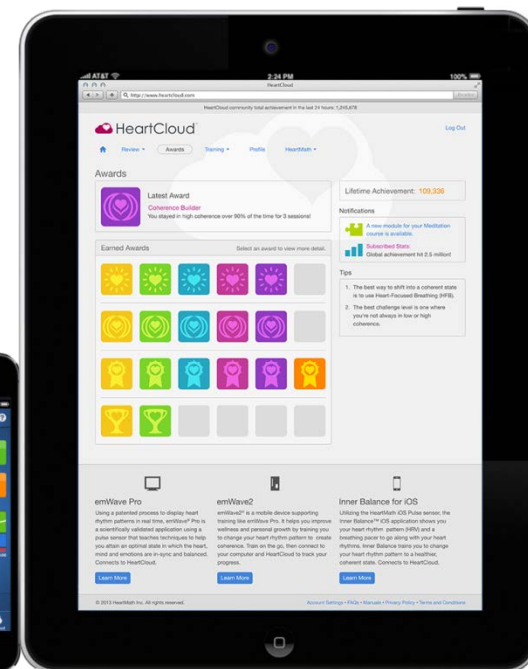




Inner Balance<sup>™</sup>  
emWave2<sup>®</sup>  
emWavePro<sup>®</sup>

# Expanding Connections with the New HeartCloud<sup>™</sup> Platform



 HeartMath<sup>®</sup>

# Celebrating Our HeartMath Community

- Scientifically validated technology programs producing over 80 research publications\*
- Over 300,000 technology products sold
- Award-winning technology featured at CES, Last Gadget Standing
- Over 20,000 health professionals use and recommend HeartMath products and training
- Sold in 85 countries



\* Source: [Institute of HeartMath](http://www.instituteofheartmath.com)



# Everyone's Talking

## How Their Lives are Changed

**Mashable**  
All That's New on the Web

GIZMODO

**Inc.**

Entrepreneur.com

Men's Journal



Cult of Mac

engadget

WALL STREET  
JOURNAL

**DVICE**  
tech is our obsession

The New York Times

THE HUFFINGTON POST

medGadget  
internet journal of emerging medical technologies

 **TECH BLOG**  
Daily dose of culture, clashes, and trends.

**Techlicious**  
tech made simple

**USA  
TODAY**

BUSINESS  
INSIDER

 **HeartMath**



# Raving Fans Talk about Their Experience

- “This product has helped me with relaxation and stress relief without the use of medication. It has been a lifesaver for me in waiting rooms and crowded areas. People think I am just listening to my I-Pad....” – Olivia L
- “I have found that since using Inner Balance I am much more aware of my breathing & heart rate. I am the type of person who tends to excite easily. This can be good if I'm happy but on the other end, bad if I'm furious. Performing the HeartMath sessions is helping with my awareness to my heart rate and breathing.... “ – Kitten K
- “... I can take it anywhere with me. I feel amazing after doing it! It is the most powerful tool I have found to reduce stress quickly in my life....” – Tammi E
- “The most complete hands-on tool to get into coherence. A complete winner...It really challenges you to use it more and everywhere....” – Paul V



# What is Inner Balance™?

The Inner Balance app and sensor for iOS transforms lives by providing real time monitoring with coaching programs



- Patented scientifically-validated system uniquely measures Heart Rate Variability (HRV)
- Simple technology includes an infrared sensor connected to your iPhone
- Sensor clips to your earlobe and takes a pulse reading
  - Instantly the app reads the heart rhythm, develops a breathing sequence for you to follow and helps you to transform emotions in the moment
  - Features include inspiration session, advanced data monitoring, awards and journal
  - Get into coherence through Inner Balance and positive emotions



# Experience Immediate Results

- Understand the impact of emotions on your physiology
- Change your reaction to stress
- Transform your attitudes to a more positive outlook
- Build resilience with just a few minutes of daily use
- Track your progress and receive awards for your efforts
- Journal activities and record your successes
- Share your sessions and inspire others



# The Heart of Inner Balance

## Session Screen View

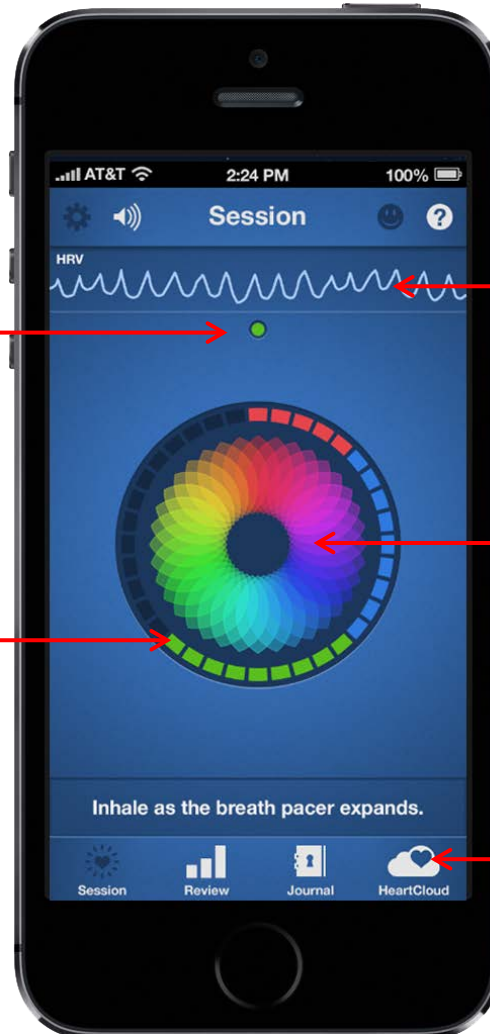
Change in color represents your current coherence level.

Watch your heart rhythm in real time.

Colored bars represent the amount of time in each level of coherence. Each segment equals 5 seconds.

Multiple breath pacers to choose from with calming focal points.

Sync to HeartCloud to universally track, earn rewards and share with others.



# Features



- **Real-time HRV monitor**
- **Breath pacer** — Helps you pace your breathing
- **Training** — Learn the HeartMath's Quick Coherence® technique through onscreen prompts
- **Multiple session screens** — Advanced screens with more charts and in-depth physiology monitoring





# Features



- **Journal** — Start your personal health journal and track how you feel before and after a session
- **Awards** — As your coherence builds so do the rewards
- **Share** — One click sharing on Facebook and Twitter, or by email
- **History** — Track your history and progression as you monitor and train yourself to respond differently to stress

# Inner Balance Sensor for iOS



Above: Inner Balance app shown on iPad Mini with lightning connector and ear clip.

Below: Inner Balance sensor on iPad 3, 30-pin connector and ear clip

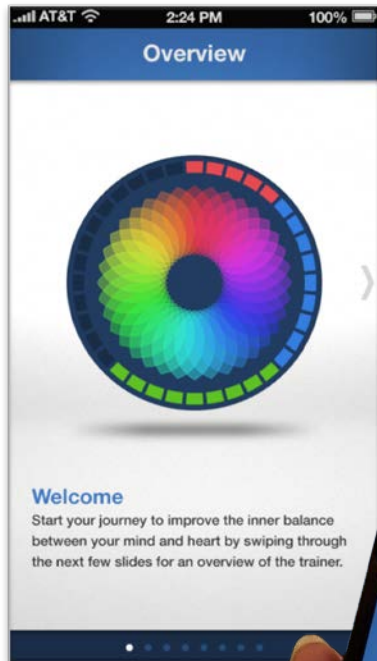


This simple to use technology takes a pulse reading from your earlobe and displays your heart rhythm patterns.

- Lightning Connector\*
  - iPhone® 5, iPhone 5s, iPhone 5c, iPad mini®, iPad® (4th generation), iPod Touch® (5th generation). Not backward compatible.
- 30-Pin Connector
  - iPhone 3GSR, iPhone 4, iPhone 4s, iPad 2, iPad 3, and iPod Touch (4th generation).

\*Visit our web site for a complete list of iOS device compatibility.

# Connect and Go



- When launching Inner Balance for the first time, it will display a quick overview of the app's elements.
- Once overview is completed, you will be asked to sign into Heart Cloud by creating an account.
  - First time users will be asked for name, email and password.
  - Default value is set to keep you logged in and sync data.
- A Session screen will appear where you can start training.
- Navigate between sections or by swiping the screen.
- Major components of Inner Balance are controlled through the tabs at the bottom of the screen.

# Start Your Journey of Wellness and High Coherence



- Tap once on the session screen. To end a session tap twice.
- The sensor calibrates to your system and then the HRV trace scrolls across the top.
- First, focus on the area of your heart and follow the breath pacer.
- Second, engage a positive emotion or recall a time when you felt care or appreciation.
- The “Coach” prompts will help guide you.
- Once completed, the session review screen will display your results.



# How it works



## Detailed Session Screens

- Session screens plot the pulse, HRV, power spectrum and coherence over time.
- A small breath pacer in the form of a moving ball comes up at the bottom of the screen.
- “Coherence” score reflects your level of coherence.
- “Achievement” reflects how you were doing over the whole session. The more time in medium or high Coherence, the higher the Achievement score.

# Additional Features



## Multiple Session Screens

Three breathing pacers to help you pace your breath during your sessions.

Two session screens are designed and one you create yourself. One is *My Inspiration* which allows you to create your own images and audio.



# How it Works

## Review and History Screen

Once a session is ended you will see the Results screen. Your History can be accessed using the Review tab and selecting from the list of your sessions.

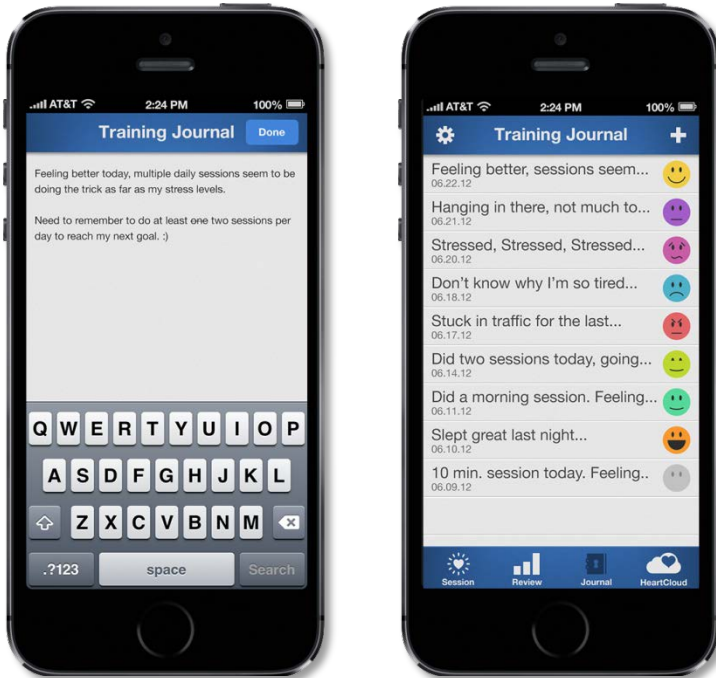




# How it works

## Journal Screen

Journal tab allows you to add entries to document your journey and moods. You may tap on the Mood icons to edit them. If they do not have an entry, they will appear grayed out.

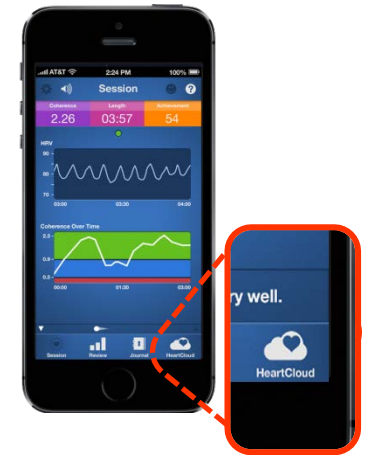




# *Introducing*



# HeartCloud™



- Sync all your HeartMath devices in one location.
- Track universally, earn rewards for your efforts and share with others.
- Conveniently accessed at any time from your iOS device or computer.





## Home Page – Show your recent activity and coherence building results

Latest Session Results

Achievement Trends

Leader Board

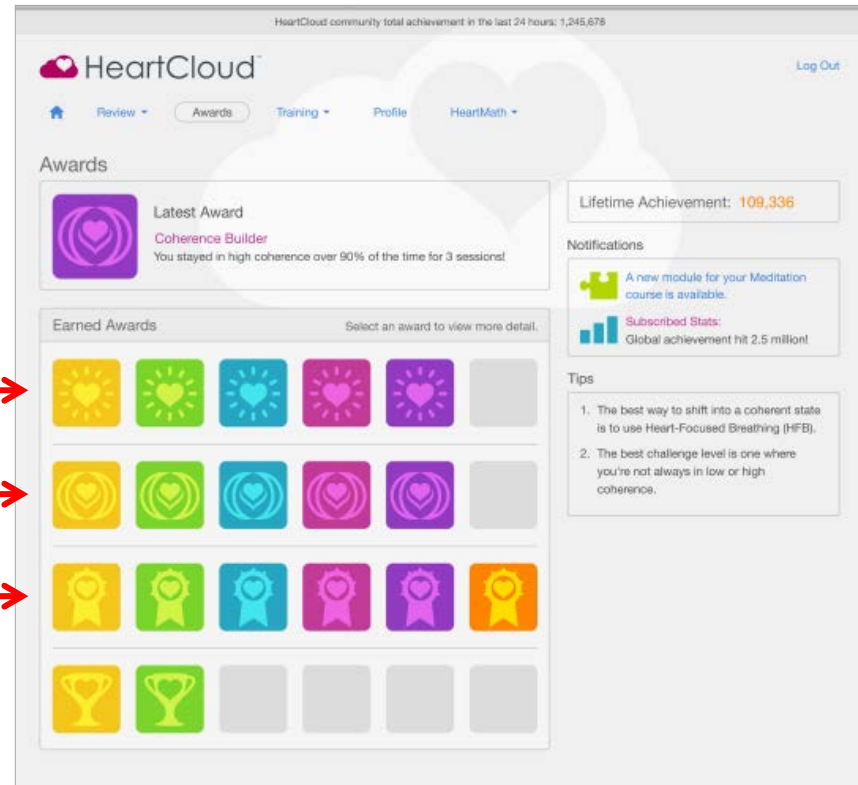
Latest Notifications and Awards

Full Menu including Tips and Training





## Awards – Keep track of your efforts with awards

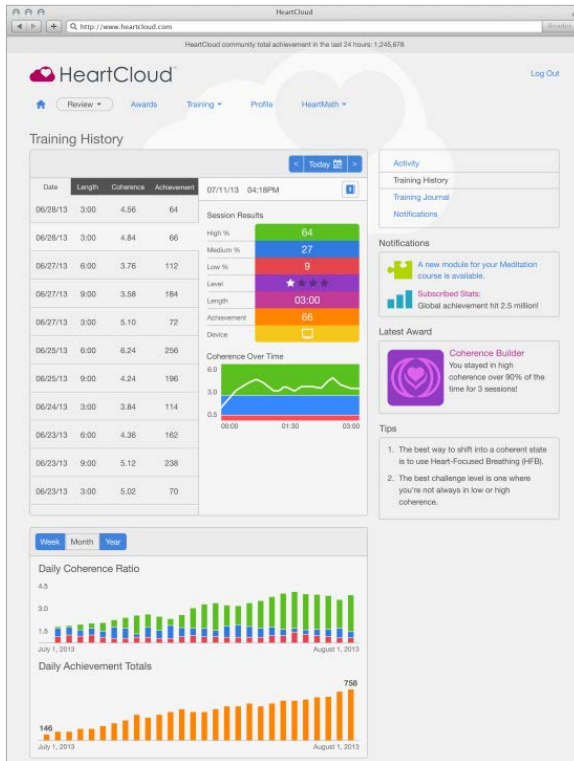


Practicing →

Staying in Coherence →

Achievement Points →





**History** – Track all your session activities and watch your coherence grow

**Training** – Learn more HeartMath tools and techniques with videos, training guides and simple tools to use





The image shows two overlapping screenshots. The background is a screenshot of the HeartCloud web interface, displaying a user's profile with various activity metrics like "Longest Session Time" (24:36), "Most Sessions in One Day" (5), and "Highest Achievement" (1,688). A red dashed box highlights the "Profile" tab in the top navigation bar. Overlaid on the right is a "Session Sharing Options" dialog box. This dialog has a checkbox for "Enable Sharing" and a table of people to share with. The table lists three people: Kaj Nevla, Jethi Lion, and Celise Waan, each with an email address and a "Remove" button. Below the table are fields for "Add more people" and "Add a message", and "Cancel" and "Send Invitation" buttons. In the foreground, partially overlapping the bottom of the web screenshot, is a screenshot of the HeartCloud mobile app. It shows "Session Results" with a bar chart of coherence levels (Low, Medium, High) and a line graph of heart rate variability. At the bottom of the app screen are buttons for "Email", "Facebook", "Twitter", and "Cancel". A red arrow points from the text "Share achievements with others from the app." to the "Email" button.

**Share** – Share sessions, progress and achievements with your health professional by checking the box in your profile, then the sharing menu in HeartCloud.

Share achievements with others from the app.



# Who's interested

- Age 35+ educated men and women who are conscientious, thoughtful and self aware. Customers who understand the significance of resilience, wellness and managing stress through a drug free solution.
- Healthcare professionals who've requested a scientifically valid and consumer-friendly app, based on the HeartMath techniques, to help their patients manage health issues, stress, anxiety, depression, relationships, etc.

iOS Sensor\* Price:      \$99 (30-pin Connector)  
                                     \$129 (Lightning Connector)

\* Visit [heartmathstore.com](http://heartmathstore.com) for compatibility with your iOS device



**For additional information, screen shots, demo, or video please contact:**

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Product Support <http://www.heartmath.com/support/>

