



# LifeBEAM Partners with Harman Kardon on Vi, the first AI Headphone

STAMFORD, CT – LifeBEAM has announced a partnership with [HARMAN International Industries](#) (NYSE:HAR), the premier connected technologies company for automotive, consumer and enterprise markets, to provide high-fidelity audio for the world's first AI-based personal trainer, called Vi.

Vi, LifeBEAM's first consumer product, features Harman Kardon earphones with the brand's sophisticated design, high-fidelity sound and built-in aerospace-grade biosensors, allowing consumers to listen to updates on vitals including heart rate and its variability, motion, elevation and other environmental sensors.

Simultaneously, Vi interprets data captured by the earphone and delivers actionable and interactive insights via world class audio technology from HARMAN such as weight loss optimisation, exhaustion level management, injury prevention, running technique observations, stress levels, adaptive training plans and more. Vi was recently launched on [Kickstarter](#), where the crowd funding goal was achieved in only 30 minutes.

The audio capabilities showcased by Vi are the result of a close collaboration between HARMAN's and LifeBEAM's engineering teams. The result of that collaboration is a super premium experience for Vi customers with immersive audio and dynamic frequency response, which is consistent with the Harman Kardon brand. Harman Kardon has a 60-year reputation for great audio for the home, automobiles, and a variety of consumer electronics devices.

"We are proud to join the AI movement by partnering with LifeBEAM for its latest venture into the exciting world of fitness wearables," said Dave Rogers, Senior VP and General Manager of HARMAN's Consumer Audio Business Unit. "By powering Vi with our high quality audio solution, we are thrilled to become part of LifeBEAM's fitness revolution. We look forward to continuing to collaborate on future innovations."

"The inner ear is by far the most rich in terms of blood flow and brain activity, making it the best place to capture accurate biometrics," stated said Omri Yoffe, CEO and Co-founder of LifeBEAM. "As such, it was critical for us to provide a truly smarter workout experience based on sound, and to deliver real-time feedback to users with an unmatched quality of audio and acoustics. That's why we joined forces with Harman Kardon, and the partnership is perfectly symbiotic."

For more information on LifeBEAM visit [www.life-beam.com](http://www.life-beam.com) and for additional details on Harman Kardon visit [www.harmankardon.com](http://www.harmankardon.com).

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## About HARMAN

HARMAN ([harman.com](http://harman.com)) designs and engineers connected products and solutions for automakers, consumers and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions and connected services. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 25 million automobiles on the road today are equipped with HARMAN audio and connected car systems. The Company's software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 29,000 people across the Americas, Europe, and Asia and reported sales of \$6.7 billion during the 12 months ended March 31, 2016. The Company's shares are traded on the New York Stock Exchange under the symbol NYSE:HAR.

## About LifeBEAM

Founded in 2011, LifeBEAM has a deep background in making high-end wearable products. Its proprietary technology, hardware, analytics and software have been saving the lives of pilots and astronauts for years and power brands such as Samsung, Under Armour™, JBL®, 2XU, Lazer® Helmets and Elbit Aerospace. The company is based in New York City, with R&D centers in Israel, Los Angeles and Asia. For more information, visit [www.life-beam.com](http://www.life-beam.com).