

UNDER EMBARGO UNTIL NOVEMBER 30, 2017, 3.20 pm EET / 1.20 pm UTC / 5.20 am PST / 8.20 am EST

Oura's Advanced Sleep Tracking and Circadian Alignment

The new Oura ring comes with **advanced sleep tracking features** and daily guidance that helps users align their lifestyle, activities and sleep habits to their **natural circadian rhythm** – the 24-hour genetic clock that regulates the functions of the human body. Improving sleep and better aligning to your natural circadian rhythm can help users perform better at work, improve their athletic performance and live life at their full capacity.

Advanced Sleep Tracking

The new Oura ring builds on the success of the pioneering first-generation Oura ring. It tracks sleep timing, sleep stages, night-time resting heart rate and heart rate variability, among other metrics. An improved temperature sensor is capable of tracking changes in nocturnal skin temperature with at least a 0.05 centigrade resolution.

Using the free Oura app (iOS and Android), users can get an overview of their previous night's sleep and sleep quality. The new ring will be accompanied by the updated Oura app that enables users to follow up on long-term trends and see changes over weeks, months and years.

"Improving sleep is not a one-off feat. It's a commitment," says Kari Kivelä, the Co-Founder and Head of Design at Oura. "To make lasting changes and see results, the sleep monitor has to be durable, beautifully designed and comfortable to wear day and night. The new Oura ring gives users the ability to track their sleep, learn about their unique sleeping patterns, make changes in their daily lives and see them reflected in their sleep and readiness. It's the perfect tool for self-reflection and improvement."

Oura's sleep analysis has been independently validated by the Stanford Research Institute. The new ring is set to bring even better accuracy and make it the go-to tool for longitudinal sleep research as well as the perfect validation tool for biohackers and discerning individuals.

Align to Your Circadian Rhythm

The circadian rhythm is the body's natural 24-hour clock that affects everything we do: when we should sleep, eat, rest and move. Studies have linked circadian alignment with better mood, and better cardiovascular and metabolic health.

The new Oura ring is the first consumer-available wearable that offers guidance on how to improve your circadian alignment. The guidance is based on the user's personal sleep, activity and physiological responses tracked over weeks and months. Oura will identify optimal bedtimes, identify and promote sleep improving habits and provide personalized activity guidance.

"The new Oura ring is the future of sleep tracking and guidance. It's the first truly personal and actionable device for improving sleep and aligning with your circadian rhythm," says Hannu

Kinnunen, the Chief Scientist at Oura. "What makes this possible is our database of over a million individual nights. We can utilize machine-learning to uncover previously hidden trends and patterns to serve individual people and help them understand themselves better."

"We are all unique, with our own unique rhythms but society has a tendency to favor morning people. As a result many live and sleep out of sync with their natural circadian rhythm. We are about to change that. This is the first time that we can start pointing out the best time to go to sleep, be active and recover. Not for averages, or ideals – but you," says Hannu Kinnunen.