Press Releases

Healbe's GoBe 2 Wearable Device Features Enhanced Software and New Services

Only Wearable with Auto Calorie Counting Capabilities Adds Data Sharing, Goal-Setting and Personalization Features to Tracking of Key Health Parameters

LAS VEGAS, Jan. 8, 2018 /PRNewswire/ -- Significant enhancements to the GoBe™ 2 wearable tracker now allow consumers to share data with health professionals and use new goal-setting applications in their quest for healthier lifestyles. An array of Healbe accessories to further enhance and personalize their devices are now available as well.

Designed and manufactured by Healbe™ Corp., Redwood City, Calif., GoBe 2 is the first device designed to help people lose and maintain their weight by automatically tracking and providing them with their calorie intake and other information they need to adjust their lifestyle habits. The GoBe 2 and its new applications, services and accessories, are on display here at CES 2018 (Sands, Level Two, Booth 45851) and at the Pepcom pre-CES media event.

Key enhancements debuting at CES 2018:

- **Health and Wellness Portal:** In early 2018, Healbe will launch a new health and wellness portal allowing users to share their personal data (calorie intake, calories burned, energy balance, water balance, stress level, emotional state, heart rate, sleep quality and distance traveled/number of steps per day) with trusted nutritionists/wellness coaches.
- **Software Updates:** The latest GoBe 2 software update provides users with a more accurate and personalized 24-hour calorie intake algorithm, weight management and goal-setting options and projected "after" images of users once they attain their weight loss goals; more details available online early in 2018.
- **New Services:** GoBe 2 now allows for the integration of users' personalized data with external inputs such as medical records, nutritionist recommendations and customized food delivery; more information will be made available towards the end of the first quarter of 2018.
- **Marketplace:** A new marketplace platform offering new accessory options including an array of color wrist bands (white, purple, red, blue, yellow and black), extra charging dock, extra charging cables and soon an assortment of third-party devices including smart scales and smart insoles for dynamic weight and physical activity tracking. Visit https://healbe.com/us/store/#!#access to view what's in store!

Using five activity and stress sensors, in conjunction with the company's patented Healbe FLOW™ Technology, GoBe 2 monitors nine key health parameters that contribute to users' overall health.

"Not only is the GoBe 2 the most effective wearable for automatically tracking caloric intake, calories burned and hydration levels, but the device will now enable users to collaborate with trusted health professionals," said Artem Shipitsyn, CEO and co-founder of Healbe. "Bodily information collected by the GoBe 2 will provide data that no other consumer tracker device can and will empower users and their health professionals to create a plan based on a more complete picture of users' health and habits, allowing them to make adjustments in real time."

All data recorded and tracked via GoBe 2's sensors is securely sent to individual users' smartphones and portable devices via Bluetooth LE for viewing on the Healbe GoBe app for iOS and Android devices or Healbe's web-based user dashboard.

GoBe 2 is water-resistant for most daily activities, including swimming (except in saltwater), showering and bathing, and works for up to 48 hours per charge (via an included USB cable and charger dock).

GoBe 2 is available online at Healbe.com and Amazon.com at a suggested retail price of $199. The new colored wristbands are priced at $19.00; extra charging docks are $25.00 and charging cables are $5.00.

Artem Shipitsyn will speak on a CES panel called "The Game Changers" to discuss the new wave of health and fitness technology helping consumers to live healthier lives on Tuesday, January 9 at 9:00am (Venetian, Level 4, Lando 4304).

About Healbe
Healbe™ Corp. is a global health and wellness wearable startup founded in 2012. The company conducted a successful Indiegogo crowd-funding campaign in 2014 that raised more than $1 million dollars to support its launch of the GoBe, a health-monitoring "smart life" bracelet. The GoBe uses patented Healbe FLOW™ Technology and other innovative features to monitor more aspects of individuals' health and well-being than any other wearable fitness tracker—including calorie intake, calories burned, energy balance, water balance, stress level, emotional state, heart rate, sleep quality, distance traveled and number of steps per day. Healbe is headquartered in Redwood City, Calif. with executive offices in Moscow; research and development offices in St. Petersburg, Russia; and manufacturing offices in Schenzhen,China.

For more information about Healbe GoBe 2 please visit www.healbe.com. To download the app, visit the Apple Store & Google Play.

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