



Technology for body clock adjustments based on Nobel Prize awarded discoveries is now a reality

The scientifically backed AYO wearable improves sleep, increases energy levels and minimizes jet lag

The blue-light emitting wearable from hi-tech startup Novalogy Inc. helps overworked, exhausted type A's boost their overall energy levels, optimize sleep time, and beat jet lag during frequent travels. The AYO wearable recently took top prize in the KLM-Air France search for the "most innovative travel technology product of the year."

The result of a three-year development, testing and engineering process, AYO uses the latest developments in Chronobiology, study of the human body clock, and delivers clinically-tested soft blue light to actively increase energy levels, improve sleep, and minimize the tired, lagging feelings that often accompany jet lag.

Professor Bert van der Horst, Chairman of Health and Chronobiology at Erasmus Medical Center, Rotterdam, cites the novel new product as "the first step in the personal adjustment of internal body clocks. It will help us to improve our lifestyle, remain healthy, and keep the doctor away." Key to this is exposure to a special, soft blue light that mimics sunlight, delivered at proper timing and intensity directed by the software.

By wearing the AYO device as little as 20 minutes a day:

- **Frequent travelers** can beat jet lag quickly, feeling fully refreshed no matter how many time zones their latest trip has spanned;
- **Stressed** or tired users, as well as shift workers can experience increased energy and improved hormone levels through the innovative use of safe and natural blue light that mimics the sunlight;
- **Snooze-lovers** can finally find and set their natural sleep rhythm for brilliant, energizing "sleep time" and healthier, more productive "wake time";
- **Peak performers and professional athletes** can improve their sleep/wake rhythm and energy levels for optimum performance whenever they need it most.

The intelligence behind AYO is the AYO app. The sophisticated algorithms perform an in-depth analysis of the user's sleep habits and lifestyle preferences and provide a truly personalized approach, guiding the user on when to use AYO, when to avoid light and others. The AYO app is available for iOS and Android with smart programs for Travel, Sleep and Energy.



Based on Nobel Prize-winning research

The Nobel Prize in Medicine or Physiology 2017 was awarded to 3 American researchers, recognizing their discoveries of mechanisms controlling the circadian rhythm, mimicked by the AYO system. AYO engineers have studied the Nobel laureates' work, as well as many other clinical Chronobiology research efforts at leading institutions including Harvard, Oxford and NASA. These studies, plus the experience of thousands of customers, affirm the system's help in managing humans' biological clocks, sleep cycles, and energy levels.

About Novalogy

Novalogy Inc. a wearable-tech startup, with offices in the US and Europe, focused on improving and enhancing human life and wellbeing by combining technology, science and creative thinking. The team is built of innovators, visionaries, engineers, programmers and entrepreneurs aspiring to create meaningful innovative solutions that will help millions of people every day to live healthier, happier, and more active lives.

Novalogy first introduced AYO in May 2015 when it launched a successful crowdfunding campaign on the Indiegogo platform. After reaching 8 times its initial goal of \$50,000, AYOs were delivered to thousands of excited backers in more than 80 countries all around the world. Now, AYO is available to travelers, energy-deprived workers and sleep-deprived citizens all around the world.

The AYO wearable is available for testing and reviews.

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