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September 12, 2015

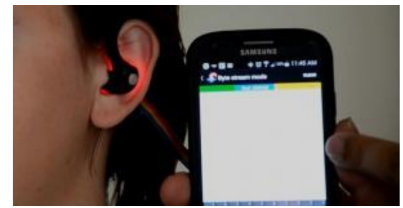
Pulse Oximetry Success + FreeWavz Testing + Factory Preparation

FreeWavz are in the midst of very exciting development stages and progress on many fronts. We are very eager to share with you the details of our development. We recently returned from China to meet with our manufacturers, vendors, and factory partners. Preparation is going well and we feel great that our manufacturers will be ready to begin production as soon as we release the final beta, "Golden Sample." Our custom-made batteries are in the process of being analyzed in our first article betas. We are targeting 5 hours nominal use. ROHS, UN and CE certifications are progressing and we fully expect complete sign off for North American retail shortly. Our primary factory and assembly line is in Shenzhen with 20 work stations from start to finish employing 40 workers. We are expecting to eventually ramp the production line up to a maximum output of 700 units per day. Last month, we received the "First Article" of what we had hoped would be the final PCB Prototype of the "Golden Sample" for Mass Production Benchmarking (GS to MP). Our PCB is very complex with more than 10 layers. This means that fabrication of PCB takes time; especially in the testing phases. We ran into a problem with fabrication of the PCBs. Our engineers and manufacturers are working tirelessly to ensure that the antenna is positioned on our PCB board properly to eliminate any audio "drop outs" or nulls. We were able to test out to a maximum of 27 feet but want to hit 33 feet to conform to the BT spec. Also, the consistency due the antenna performance was not at production readiness. Some testers were able to get stable ear-to-ear testing, while others had significant loss of signal. We went back to the Electrical Engineers and made design tuning adjustments to the trace antennas that should eliminate the drop outs. This is our single biggest headache. We can't achieve stereo sound sync between the master and slave earphones without consistent RF response around the head. We fully believe that the errors on our PCB around the trace antenna are causing this problem. During fabrication of the 1st article beta prototype boards, a manufacturing error made the antenna run too close on the copper edge of the board. The solution? We have to re-order new PCBs to be fabricated. We expect these to be completed and installed in new housings by the beginning of November. We will need 2 weeks for complete evaluation testing and hopefully, approval of these "Golden Samples" before moving to mass production stage. With parts lead time, we should be able to begin shipping mass production around Thanksgiving. We are giving first production priority to our Kickstarter supporters orders and hope to have all orders and pre-orders shipped shortly after mass production begins. One feature that makes FreeWavz so unique is the Pulse Oximeter. Being founded by an ENT surgeon, FreeWavz needed to have the most reliable method of obtaining heart rate and oxygen saturation. During our testing, we weren't getting consistent and reliable samples. All of our evaluation pointed to a need to reduce light interference for the transmission of the pulse ox through the ear. We needed to make a design change to the FreeWavz to ensure that the infrared / red light was not being impacted by ambient light and sunlight. After months of testing and tweaking a combination of transmitter intensity and mathematical formulas called algorithms for filtering "light noise," we still determined that an extra shroud would be our best solution. The solution was a newly designed and patented addition to the FreeWavz that is both functional and comfortable. In conjunction with this newly designed shroud, we are also refining our patented pulse ox algorithms. These are the proprietary mathematical formulas that take our sampling of hemoglobin and heart pulsations to report heart rate and O2 saturation levels via the app in your phone as well as spoken through the FreeWavz themselves. We are pleased to say these additions to the FreeWavz solved many of our testing errors and we are now obtaining consistent and accurate heart rate and oxygen saturation readings in a variety of conditions. We will continue to tweak our pulse ox as we wait for the new PCB fabrication.

Kickstarter Update #31 - June Progress Update



This past month has been packed with a lot of progress and development. We're very excited to share with you what we've been up to! Big NEWS! NO Co-Processor will be used! NO Split Ear Processing! We recognize many of you were quite concerned from our last update that FreeWavz might need either a co-processor or split processing to ensure seamless audio and pulse oximetry. We are excited to announce that no co-processor or split processing is needed! FreeWavz are able to play music and obtain pulse oximetry data simultaneously; a huge accomplishment for our engineers! We did a major board spin which rewired the PCB traces. This means you will be able to use FreeWavz together or independently and obtain all the same information regardless of which earphone(s) you wear. Woohoo! For the first time, you can see the pulseox working at the same time with wire-free music. This demonstration shows how close we are to reaching the finish line! Also we are debuting a new 5-minute video on the technical details of our transmissive pulseox from renowned Critical Care Pulmonologist and FreeWavz Medical Advisory Board Member, Mathew Vadaprampil, MD...[click for full update]



June 12, 2015



June 5, 2015

FreeWavz Celebrates Winning Red Herring Top 100 North America Award

MAITLAND, Fla.--(BUSINESS WIRE)--Continuing to build on a series of honors for innovation and the potential to disrupt the burgeoning wearable technology market, FreeWavz was selected as a Red Herring Top 100 North America Award winner this week in San Diego. FreeWavz is launching the world's first wire-free smart fitness earphones with integrated fitness tracking, heart rate monitoring and Bluetooth technology this summer. It was one of only two consumer electronics companies chosen for the award, which honors the year's most promising private technology companies from the U.S. and Canada. It was selected from a pool of 1,200 applicants. "We're thrilled about receiving this award from Red Herring and we want to share our excitement with our investors, our customers and all our supporters," said FreeWavz CEO Mike Kahn. "This award is further validation that there's a place for us in the booming wearable/hearable market and that we have the potential to truly disrupt the market with our first product." [click for full article]

FreeWavz Announced as a Finalist for the 2015 Red Herring Top 100 North America Award

FreeWavz today announced that it has been selected as a finalist for Red Herring's Top 100 North America award, a prestigious list honoring the year's most promising private technology companies from the North American business region. This unique assessment of potential is supplemented by a review of the company's actual track record and standing, which allows Red Herring to see past the "buzz" and make the list a valuable instrument for discovering and advocating the greatest business opportunities in the industry. "We are very excited to be selected as a finalist for this prestigious award," said Mike Kahn, CEO of FreeWavz. "FreeWavz represents the next evolution of wearable technology, the hottest growing category in consumer electronics." This accolade builds on FreeWavz' existing list of honors received in 2015 for its excellence in technology innovation of the FreeWavz including 2015 CES Innovation Award Honoree and 2015 Bluetooth SIG Breakthrough Award Finalist in the prototype category, and the SXSW Innovations Wearable Technology of the year award in 2015, underscoring its technology innovation in the fitness wearable industry...[click for full article]



May 22, 2015



April 17, 2015

Kickstarter Update #30 - April Progress Update

We have a lot of updates to share with you regarding our engineering and production timeline. Our team is going full-throttle right now as we near FreeWavz completion. We are eager to ship a finished product, however, we are facing a delay in production. This newsletter will explain the reasons why, along with our revised game plan to get the best possible FreeWavz to market as soon as possible. We just started a great partnership with a very impressive and experienced engineering team to get us past the finish line. These engineers are experts in Bluetooth True Wireless Stereo, Pulse Oximetry, and have deep experience with consumer electronics products, including wearables. We are excited to add them to our team and help us bring FreeWavz to market! Handling the data exchange from the earphones to the smartphone at 100 samples per second, while streaming high-quality music, is a challenge. Our engineering experts are working on increasing the processing power to ensure the quality of the data exchange and music are seamless. We are also evaluating some alternative methods that may streamline this process. More specifically, we are determining whether to utilize the processing power of both earphones or adding processing power to one earphone to solve the data exchange issues. Either of these solutions should solve the difficulty, so the focus is on selecting the method that accelerates our time to market and serves the product best. Bluetooth transmission ear to ear is working which is incredibly exciting. That said,

and serves the product best. Bluetooth transmission ear-to-ear is working which is incredibly exciting. That said, our engineers have identified some electrical changes that will make it even better. We are in the process of making these modifications. The Android and iOS apps are nearing completion and these apps are communicating very well with the FreeWavz earphones. The engineering team has communicated to us that our timeline will be pushed out more than we anticipated, but our confidence level has never been higher. Our schedule now shows engineering completion in late June with production in July. As mentioned earlier, this isn't ideal for anyone, but we want to get the best version of FreeWavz in the market. This means, Kickstarter supporters can expect to receive their FreeWavz in July, online pre-orders in late July / early August, and into stores mid-August. We are doing something that is revolutionary by making FreeWavz completely wire-free, as well as implementing medical-grade pulse oximetry. No one has ever done the combination before! We have run into some challenges, but we are working our way through it. We can see the finish line, and our team continues to drive forward with passion and commitment of getting the best FreeWavz on your ears. Thank you for believing and for supporting us. We feel confident that FreeWavz will be worth the wait!

"How this ear, nose, and throat doctor's workout turned into a headphone startup" - UpStart

FreeWavz, a Melbourne, Fla.-based tech firm that developed wireless earphones under the same name, is preparing to ship its product to major retail stores in May. The idea of FreeWavz started with an ear doctor and a drawing on a napkin. Company founder Dr. Eric Hensen, a 52-year-old physician who specializes in ear, nose, throat, head and neck treatments, often noticed people at the gym wearing wired headphones, adjusting them as they worked out, and some wearing just one ear bud...[click for full article]



April 14, 2015



March 24, 2015

Kickstarter Update #28 - Progress Update

We are thrilled to announce that FreeWavz has been selected as the winner of the South by Southwest (SXSW) Interactive Innovation Award in the category of Wearable Tech. The competition started with over 700 applicants, which was reduced to a list of 70 finalists in 14 categories. FreeWavz was honored to have been chosen from an esteemed list of 5 finalists in Wearable Tech. SXSW presents these awards to honor the best and latest advancements from among a multifaceted and diverse ecosystem of technological achievement. "The Interactive community extends our sincere congratulations to this year's winners for this esteemed industry accolade and well-deserved recognition," said Mason Stewart, SXSW Interactive Innovation Awards Coordinator. Testing of pulse rates and oxygen saturation using standard medical industry test equipment is going well, showing either spot on or within 1-2 bpm (beats per minute). On-ear testing is showing similar results with increasing consistency, as shown below by the reading on the FreeWavz app compared to a standard hospital ear-clip pulse oximeter...[click for full update]

FreeWavz Wins 2015 SXSW Interactive Innovation Award for Wearable Tech

FreeWavz™ received the SXSW Interactive Innovation Award for the Wearable Tech category at the 18th annual SXSW Interactive Innovation Awards ceremony, presented by Pricewaterhouse Coopers and supporting sponsors Cloud typography and IBM. "It is a great honor to be selected as a winner of SXSW's prestigious award," said Dr. Eric Hensen, founder of FreeWavz. "Creating a fitness solution that allows people to track their metrics with medical grade technology while listening to music has become a reality, and we are thrilled by the amount of support we have received." FreeWavz smart fitness earphones are the world's first wire-free earphones. FreeWavz feature "absorption" pulse oximetry technology, the same method founder, Dr. Eric Hensen, uses in the operating room to obtain heart rate and oxygen saturation from his patients. FreeWavz not only record heart rate and oxygen saturation but also measure steps, calories burned, and report distance, duration and speed. Successfully launching on Kickstarter in August of 2014, FreeWavz raised more than \$300,000 making FreeWavz one of the top 1% most funded Kickstarter projects. This award adds to FreeWavz's numerous accolades including 2015 CES Innovation Award Honoree and 2015 Bluetooth SIG Breakthrough Award Finalist in the prototype category, underscoring its technology innovation in the fitness wearable industry. "The Interactive community extends our sincere congratulations to this year's winners for this esteemed industry accolade and well-deserved recognition," said Mason Stewart, SXSW Interactive Innovation Awards Coordinator. FreeWavz is expected to deliver its Kickstarter campaign rewards beginning in May 2015 and be available for \$249.99 in Summer 2015.



March 18, 2015



December 30, 2014

Former Sony VP and 25-Year CE Veteran, Mike Kahn, Joins FreeWavz as CEO

Today, FreeWavz, the developer of smart ear wearable technology announces the appointment of Mike Kahn as CEO. Kahn brings more than 25 years of sales and marketing experience in the consumer electronics industry to the FreeWavz team. Most recently, Kahn came as Vice President of Partnership Marketing and General Manager of their Mobile Audio, Shelf Audio, Portable Audio and Alpha Camera Systems groups at Sony Electronics. He introduced a variety of new products to the market and had sales responsibilities in excess of \$250M. He was also awarded with an induction to Sony's prestigious Samurai Society for his vast contributions. "With many years in the CE industry, I was searching for a company that is driving true innovation in its industry," said Kahn. "FreeWavz incorporates cutting edge biometric and Bluetooth technology into perfectly fitting earphones, providing freedom from all those annoying wires and cords. It is a perfect fit with my experience in wearable audio. I am happy to join this notable team as it shoots to the next level." Kahn is also the immediate past President of the Photo Manufacturers and Distributors Association (PMDA), and member of the Board of Directors for the Consumer Electronics Association (CEA) Digital Imaging Group...[[click for full article](#)]

FreeWavz selected as a 2015 Bluetooth Breakthrough Award Finalist! - CNET

"The Bluetooth Special Interest Group has announced the finalists of its 2015 Bluetooth Breakthrough Awards that applaud the most innovative products and applications developed for the wireless protocol today. The awards, as designated by the global trade group dedicated to boosting the wireless standard, are broken down into four categories (Product, App, Prototype, Student). The winners in each category -- along with an overall winner chosen from the first three -- will be announced at Mobile World Congress in Barcelona." - CNET
FreeWavz is honored to be selected as Finalist for the Prototype Category! [[click for full article](#)]



January 5, 2015

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