

WHY OURA

A first-of-its-kind
smart ring

Oura Ring is the first wearable designed to paint a truly holistic picture of your health. Born in Finland, our superior craftsmanship and human-centered philosophy give way to a wellness product loved by millions.

At IM+, we are committed to the health and happiness of our members, and we are committed to the health and happiness of our community. We are committed to the health and happiness of our community, and we are committed to the health and happiness of our community.



*10+ years of experience
and research*

20+ PhDs

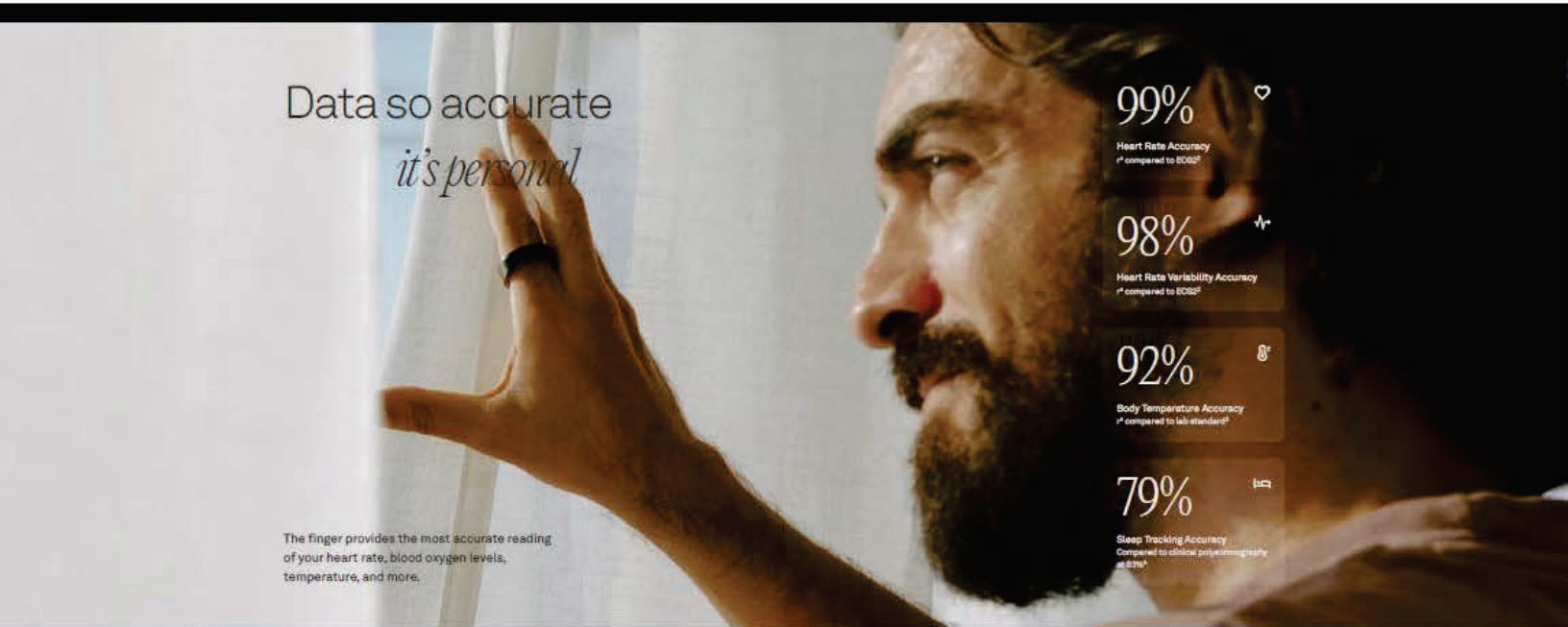
with expertise in the field of natural health and wellness

4 Generations

with expertise in the field of natural health and wellness

IM+ Members

and over 100,000 members who have experienced the benefits of IM+

A man with a beard and long hair is shown in profile, looking towards the left. He is wearing a black ring on his finger. A digital overlay on the right side of his face displays four health metrics: Heart Rate Accuracy (99%), Heart Rate Variability Accuracy (98%), Body Temperature Accuracy (92%), and Sleep Tracking Accuracy (79%). Each metric is accompanied by a small icon (heart, pulse line, thermometer, and bed respectively).

Data so accurate
it's personal

The finger provides the most accurate reading of your heart rate, blood oxygen levels, temperature, and more.

Metric	Accuracy	Comparison
Heart Rate Accuracy	99%	¹ compared to ECG ²
Heart Rate Variability Accuracy	98%	¹ compared to ECG ²
Body Temperature Accuracy	92%	¹ compared to lab standard ²
Sleep Tracking Accuracy	79%	Compared to clinical polysomnography at 30s ²

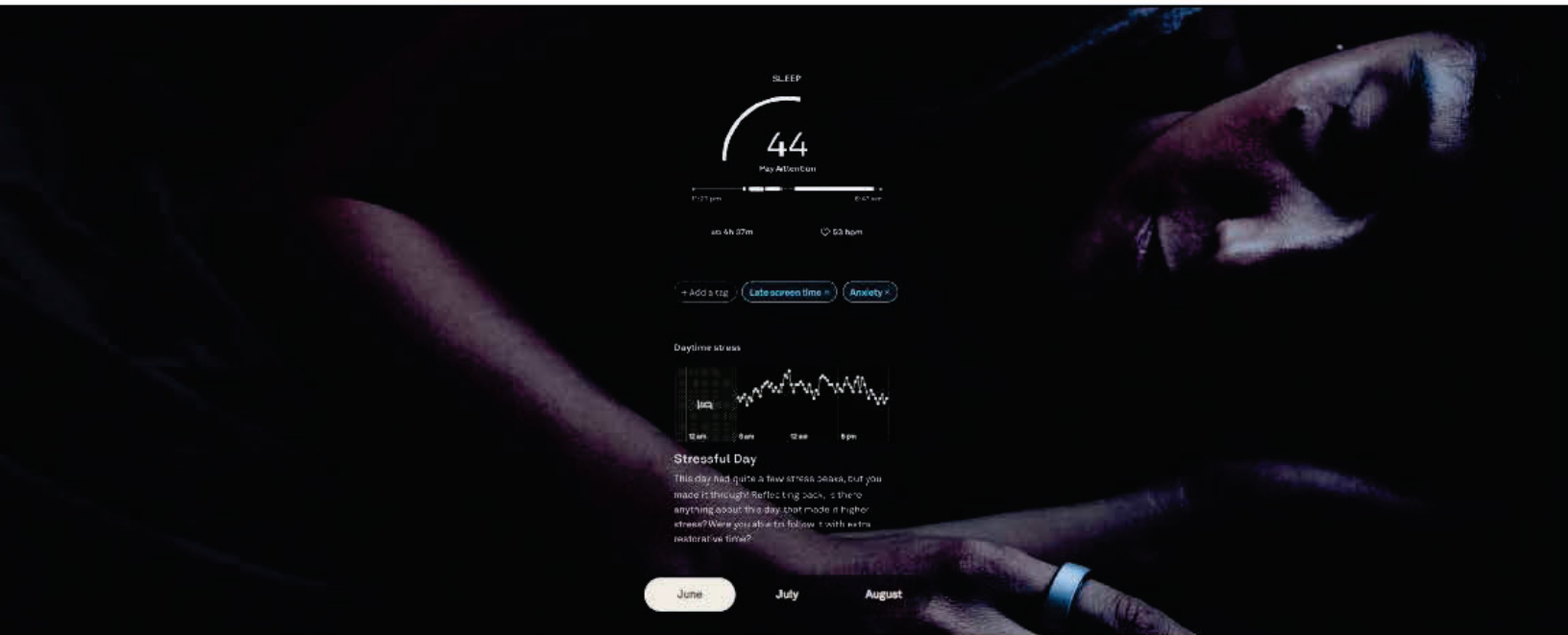
Design is in
our DNA

Design is in our DNA. It's in the way we think, the way we live, the way we work. It's in the way we create, the way we innovate, the way we grow. It's in the way we connect, the way we share, the way we learn. It's in the way we dream, the way we hope, the way we believe. It's in the way we love, the way we care, the way we live. It's in the way we are.



The more you wear it, the
more personalized
your insights become

As you spend more time with the app, the app learns more about you, so it can deliver more personalized insights. For example, it can tell you when you're likely to need a new battery or when you're likely to need a new screen.



2024
Best Sleep Tracker

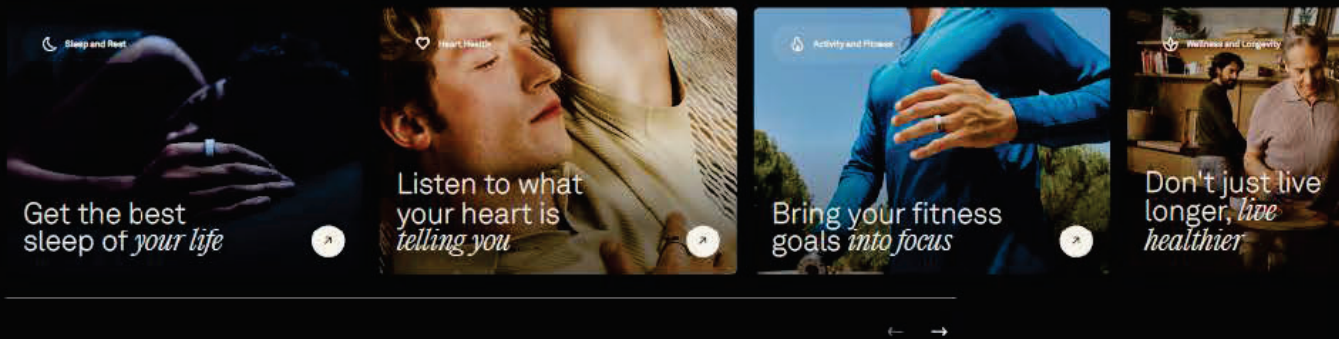
Women's Health

2024
CNBC Disruptor 50 List

CNBC
DISRUPTOR 50

2023
Best App, Health and Wellness

THE
WEBBY
AWARDS



¹Based on a survey with 699 Oura members after using Oura Ring for 30 days.

²<https://ouraring.com/blog/how-accurate-is-oura/>

³<https://ouraring.com/blog/temperature-validated-accurate/>

⁴<https://ouraring.com/blog/new-sleep-staging-algorithm/>

Invest in the
health
of your organization

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Leadership
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Newsroom

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Heart Rate Monitoring
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Developers
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The Pulse

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For Business