

OURA ring. Improve sleep. Perform better.



Generation 1 Oura was a success. Now discontinued. Please follow the New Oura link for Generation 2 information.

New Oura !!

Created by

OURA

2,383 backers pledged \$651,803 to help bring this project to life.

Last updated February 21, 2016

Campaign

Rewards

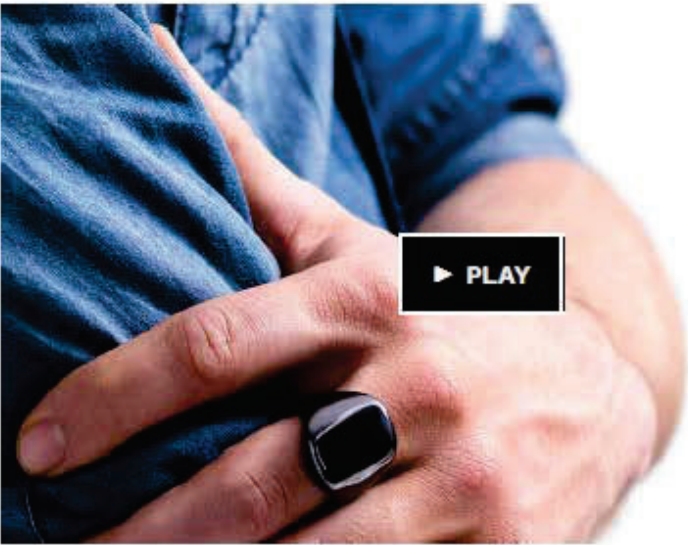
Creator New

FAQ 5

Updates 33

Comments 1,301

Community



Funding period

Aug 18 2015 - Sep 24 2015 (37 days)

OURA ring. Improve sleep. Perform better.

 [Project We Love](#)  [San Francisco, CA](#)  [Wearables](#)

\$651,803

pledged of \$100,000 goal

2,383

backers

Risks

Story

OURA - REVOLUTIONARY
RING-SIZED WELLNESS COMPUTER.
HELPS YOU SLEEP & PERFORM BETTER.
NOW \$229 (NORMALLY \$299)



Finger is the most convenient place to accurately measure your body signals day & night



OURA ring analyzes Heart rate, Motion & Temperature from your finger, in laboratory level accuracy



OURA app recommends ways to optimize your Sleep, Activity & Readiness, for better physical and mental performance



OURA ring is elegant, comfortable and non-obtrusive, as well as waterproof (50m/164ft)



ŌURA is a revolutionary wellness ring and app, designed to help you get more restful sleep and perform better. It enables you to learn how your lifestyle choices affect your sleep, and how the quality of your sleep affects your ability to perform.

Check the video below for more details about ŌURA.



The ŌURA ring can automatically tell when you are sleeping. When you go to sleep, the ŌURA ring analyzes the quality of your rest and recovery by measuring your heart rate (optically), respiration rate, body temperature, and movement. While you are awake, it monitors the duration and intensity of your activities, and the time you spend sitting.

The ŌURA app integrates and visualizes this data to identify patterns between your sleep quality and daily activities. By understanding how well you slept and recharged, it can determine your readiness to perform and help you adjust the intensity and duration of your day's activities. It can also uncover actionable insights for changes to your daily activities that can help you sleep better.



We've spent years conducting scientific research, building hardware prototypes and developing the algorithms for ÕURA . The end result is the most advanced wearable wellness device ever created, hidden in a ring that is elegant and ergonomic. A device that can be worn all day and all night. Scratch proof and waterproof, ÕURA ring is made to be used anywhere, anytime.

Help the world become smarter about improving sleep

ÕURA monitors sleep, activity and readiness with laboratory-level accuracy unlike any other wearable device. By getting ÕURA into thousands of fingers we can transform the world's understanding about sleep. We are co-operating with We Are Curious, a personal data platform and community to make it easy for you to share your ÕURA data with leading sleep researchers from around the world. Sharing is optional, but if you choose to do so, you will contribute to a new level of understanding about sleep within the context of normal daily life.

Sleep Better



Sleep better. Recharge yourself.

Sleep quality has a profound impact on your daily performance, well-being and overall quality of life.

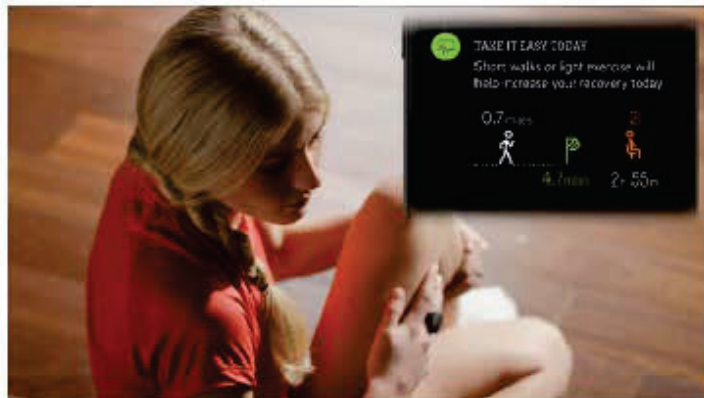
ÖURA works wherever and whenever you sleep. There is no need notify the ring or app that you are planning to turn in. ÖURA is so smart that it knows when you are sleeping.

With its proprietary technology and algorithms, the ÖURA ring identifies deep sleep, REM sleep, light sleep, and periods of wakefulness. This information is used to create nightly sleep profiles and to gauge the quality of your sleep. A balanced sleep profile is important to help you recharge your body and mind during sleep.

While you sleep, the ÖURA ring continuously measures your pulse waveform, the exact time between heartbeats, and your body temperature. From these data points it calculates your heart rate, respiration rate and other parameters needed to accurately analyze sleep in order to create your sleep profile.

The sleep profiles produced by ÖURA parallel the profiles produced by the gold standard of sleep laboratory instruments.

Optimize Performance



Öura helps you choose the right type and timing of activity

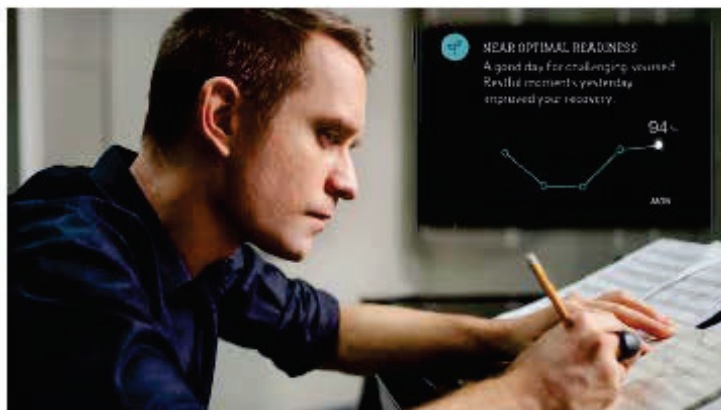
If you want to improve your sleep quality, tracking your sleep is not enough. Many other factors, like your physical activities, daily rhythms and lifestyle choices, influence your ability to get restful sleep. ÖURA helps you understand the effect of these factors on your sleep quality.

Your sleep quality and your lifestyle also impact your ability, or readiness, to perform during the day. ŌURA helps you understand how your sleep and activities contribute to your readiness. It can even help you identify which daily practices are most effective at helping you recharge.

During the day, the ŌURA ring automatically measures all your physical activity and time spent sitting. The ring counts your daily steps and total distance traveled. It also estimates the calories burned per day. The app delivers actionable recommendations to adjust the intensity, duration and timing of your activities based on your readiness to perform. It also offers activity-related suggestions to help you get more restful sleep at night.

When prompted via the app, the ŌURA ring can also measure your physiological response to activities during the day. This enables ŌURA to learn what practices help you recharge, and to offer suggestions that help you maintain a state of readiness throughout the day.

Readiness Score



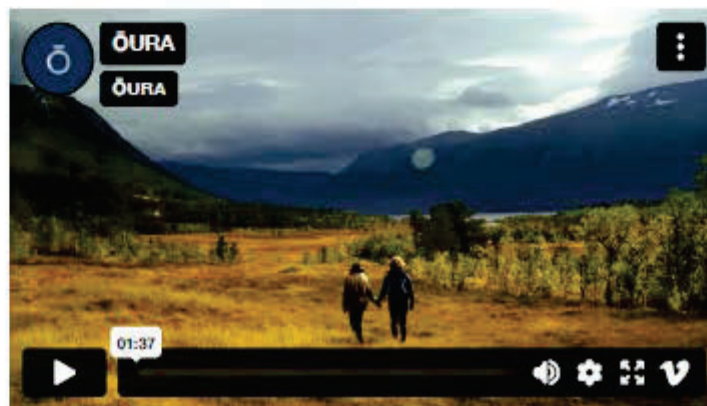
Readiness Score helps you to optimize performance

ŌURA is designed to help maximize your readiness – your ability to perform at your best both mentally and physically. It's a game-changing perspective on how to go about your life, in order to achieve top performance.

The Readiness Score is a simple measure designed to help you identify days that are ideal for challenging yourself, and those that are better for taking it easy. The score, which is displayed as a percentage, is generated using all of the sensor data, physiological signals, sleep and activity patterns that are monitored by ŌURA.

Sleep is one of the most important variables to get right in order to help sustain both cognitive and physical performance. A night with little deep sleep would have negative impact on your score because deep sleep is important for physical recovery. A good amount of REM sleep is a strong indicator of mental recovery. Variance in your resting heart rate as well as changes in your autonomic nervous system reactions over the time indicate how well your body and mind recharge from the challenges of daily life.

The Readiness Score is just the tip of the iceberg. ŌURA also provides actionable recommendations that help you perform at your best. It even lets you dig into detailed sleep, activity, and readiness dashboards to identify patterns and correlations between your lifestyle choices, your readiness, and sleep quality.

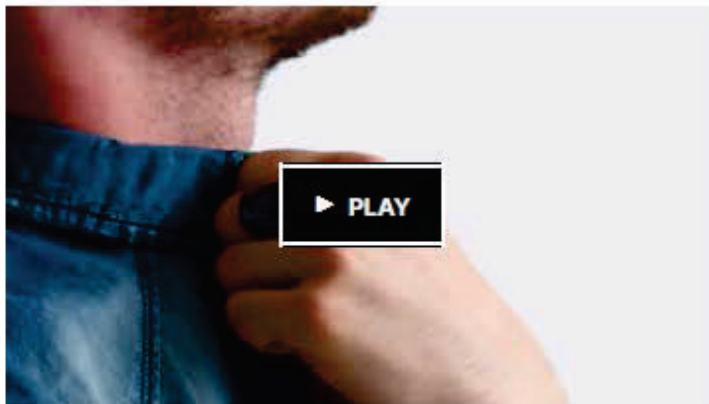


Elegant. Comfortable. Durable. The ŌURA ring



We designed the ÒURA ring to be stunning, comfortable, and simple. Our goal was to create a wellness device that matches seamlessly with your style and daily life. The sophisticated and minimal design will look great anywhere, from the beach to the office, from the yoga studio to the opera and cocktail party.

We chose the ring form factor because it is comfortable to wear for long periods of time, meaning you can wear ÒURA all day and all night. A ring also fits snugly against your skin and is the most convenient place to accurately capture the body signals necessary for measuring and interpreting your sleep, physical activity and performance related indicators.



ÒURA ring is made with a premium ceramic compound that has a beautiful and smooth feel, and comes in a glossy or matte finish. It is also scratch proof and waterproof, so you can take ÒURA anywhere.

The ÒURA ring works without demanding your attention, or distracting you and your lifestyle. The ring knows when you go to sleep, and when you wake up, when you are active, and when you are sitting. It uploads data to your phone automatically. If your phone is not available, it can collect and store data for up to three weeks, as long as you keep wearing and charging it. It's that simple – no actions are required from you.

We want the ÒURA ring to go with you everywhere, and to let you do everything you would normally do.

Actionable recommendations - The ŌURA app

The ŌURA app is a powerful companion to the ring. It delivers personalized and actionable recommendations, and visualizes data regarding your sleep, activity and readiness. It also lets you control settings of your ŌURA ring, and access support content.



The ŌURA app is easy and intuitive. The sleep, activity and readiness dashboards are designed to let you deep-dive into your daily data. You can also dig into visualizations highlighting longer-term trends and patterns.



ŌURA App gives your deep details of sleep, activity and readiness

ŌURA's groundbreaking recommendation engine functions like a virtual coach committed to improving your sleep quality, performance, and readiness. Over time, it learns about your unique rhythms and provides more personalized advice.

Who is talking about ÆURA?

FAST COMPANY



CBS
NEWS

Kauppalehti

THE
HUFFINGTON
POST

SLASH GEAR

POPULAR
SCIENCE



TRENDSHUNTER
FIND BETTER IDEAS. FASTER

Daily Mail

Talouselämä

Rewards

\$5

ÆURA SPECIAL THANK YOU
• ÆURA Insider newsletter
• We Are Curious Invitation

SPECIAL THANK YOU



\$199

ÆURA STARTER KIT
• ÆURA Ring
• ÆURA Ring Box charges
• ÆURA Micro USB cable
• We Are Curious membership

EARLY BIRD SPECIAL
\$299 Value
Save \$100

SOLD OUT - Thank You for the support :-)



\$229

ÆURA STARTER KIT
• ÆURA Ring
• ÆURA Ring Box charges
• ÆURA Micro USB cable
• We Are Curious membership

KICKSTARTER SPECIAL
\$299 Value
Save \$70



\$398

EARLY BIRD SPECIAL
\$598 Value
Save \$200

- ÖURA EARLY BIRD SPECIAL**
- 1 x ÖURA Ring (glossy black / polished)
 - 1 x ÖURA Ring Box charger
 - 1 x ÖURA Micro USB cable
 - 1 x We Are Curious membership



\$399

KICKSTARTER SPECIAL
\$499 Value
Save \$100

- ÖURA STEALTH BLACK**
- Exceptionally hand finished
 - ÖURA Ring (Stealth Black)
 - ÖURA Ring Box charger
 - ÖURA Micro USB cable
 - We Are Curious membership



\$499

PERSONALIZED & LASER ENGRAVED

- ÖURA PERSONALIZED**
- Personalized with an engraving of your initials to the band
 - ÖURA Ring (glossy black / white)
 - ÖURA Ring Box charger
 - ÖURA Micro USB cable
 - We Are Curious membership



\$895

EARLY BIRD SPECIAL
\$1495 Value
Save \$600

- ÖURA EARLY BIRD SPECIAL**
- 1 x ÖURA Ring (glossy black / white)
 - 1 x ÖURA Ring Box charger
 - 1 x ÖURA Micro USB cable
 - 1 x We Are Curious membership



\$999

PERSONALIZED & LASER ENGRAVED

- ÖURA PERSONALIZED STEALTH BLACK**
- Personalized with an engraving of your initials to the band
 - Exceptionally hand finished
 - ÖURA Ring (Stealth Black)
 - ÖURA Ring Box charger
 - ÖURA Micro USB cable
 - We Are Curious membership



\$7,999

ÖURA SLEEP SEMINAR IN EUROPE

- ÖURA SLEEP SEMINAR IN EUROPE**
- Exotic location in Europe
 - Best Sleep Experts & Doctors
 - Laser engraved ÖURA Ring of your choice, with accessories
 - We Are Curious membership



Limited edition Ōura Stealth Black. \$399.



Dramatic Stealth Black Edition

Some of the most exclusive sports cars are stealth black. This inspired us to create a very limited edition of ŌURA Stealth Black.

Manufacturing a dramatic stealth black surface requires an additional level of precision and pushes the limits of manufacturing feasibility. Perfecting the surface requires meticulous, skilled human attention to microscopic details, hence the radically limited quantity and price.

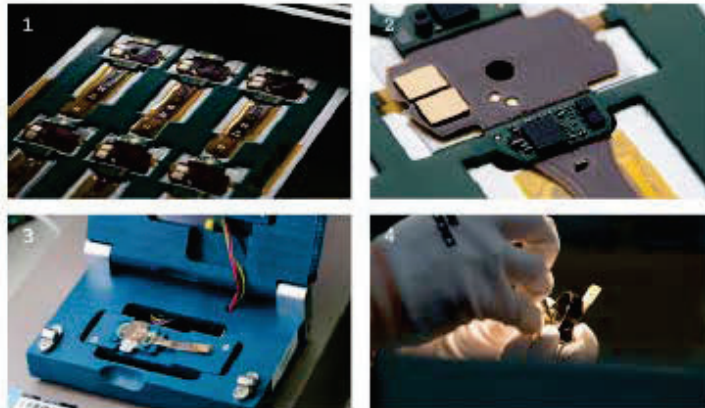
Ready to ship in November 2015

We are ready to ship ŌURA rings from our warehouses in the US (to North America) and Finland (to rest of the world), and release the Apple iOS app, in November 2015.

ANDROID Users: To allow you to benefit from the lucrative prices of this Kickstarter campaign you will now get the option to delay the shipment of your ring until the ŌURA Android app is released. During this waiting period you have the possibility to cancel your order and get a full refund of both your pledge and the shipping costs. Regardless of when the ring is delivered, you will have a 30 days return period after receiving it to get a full refund for the product (but not the shipping costs).

Our team has worked hard for over two years, together with our experienced partners. We are past the prototyping phase and already focusing on mass production capability. We manufacture ÕURA in Finland, in one of the most advanced electronics manufacturing locations in the world, close to our company's main R&D site. This ensures maximal speed, rapid improvements and premium production quality.

ÕURA RING IS PRECISION MANUFACTURED BY SAMMINA (NASDAQ – SANM)



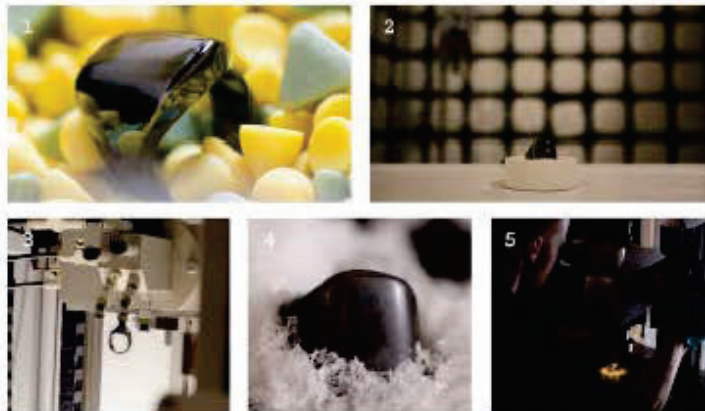
ÕURA ring is manufactured by Sammina, maker of some of the world's most complex and innovative optical, electronic and mechanical products.

1 - PCB before component assembly
2 - PCB after component assembly
3 - Testing rig
4 - Final assembly

Sammina's close proximity to ÕURA HQ helps bring the product out fast.

The ÕURA ring has undergone rigorous testing of reliability and durability, and the time between now and shipping will be mostly spent on fine-tuning the software and user experience.

ÕURA RING HAS BEEN RIGOROUSLY TESTED



ÕURA ring has been rigorously tested to ensure it's scratchproof, waterproof (up to 50m/164ft) and that its signal quality is excellent. Here is a small subset of

1 - Ring in scratch testing tray
2 - Ring in signal test chamber
3 - Ring just about to be drop tested
4 - Deep freeze test of the ring

OURA RING HAS BEEN RIGOROUSLY TESTED BY Grant4Com

Key Features

ELEGANT, DURABLE & COMFORTABLE

Ultra durable
Scratchproof
Waterproof up to
50m/154ft

Ergonomic
Shape

Feels natural
on skin – no
metals



High-tech
Ceramic
Zirconia

Medical grade
Allergy-free
Inside molding

Uninterrupted
access to
body signals

FULLY AUTOMATIC & EFFORTLESS



Automatic On/Off
OURA knows when
its on your finger



Sleep & Wakeup detection
OURA knows when you
fall asleep and wake up



Activity detection
OURA detects your activity,
you don't need to tell it



Automatic Wireless
Automatic Bluetooth
switch-off when you sleep

LABORATORY LEVEL ACCURACY

Our use proprietary and groundbreaking algorithms
based on over 30 years of research



Optical pulse waveforms
Heart Rate
Respiration Rate
Interbeat Interval
Heart Rate Variability



Accelerometer
Ultra Sensitive
3D measurement



Body Temperature
Integrated night-time body
temperature



Learning & Autonomous
Works without mobile
Learns about you
Personalizes to you

BREAKTHROUGH MINIATURIZATION

High Speed Memory
Measures, analyzes & stores
Up to 3 weeks
Works without phone

ARM® Cortex™ M0
High performance
Ultra Power Efficient
High speed processing

Advanced sensors
LEDs for optical pulse
measurement



Powerful Battery
Li-Poly 40mAh
Ultra low energy
consumption

Smart Wireless
Connects & Syncs
with mobile phone
Bluetooth® Smart

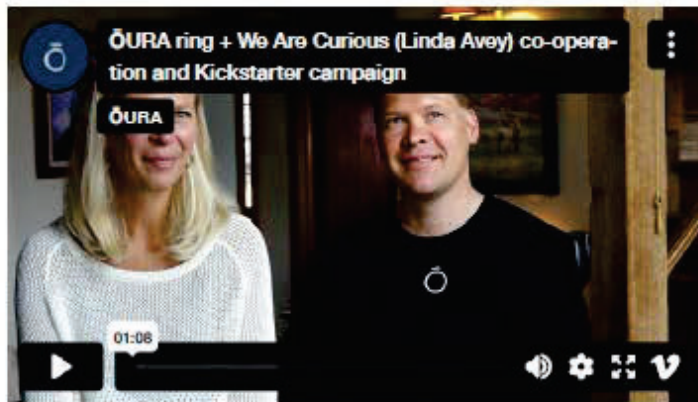
Evolving firmware
Firmware updates
Fully automatic
From mobile App

POWERFUL MOBILE APPLICATION



ÖURA + We Are Curious

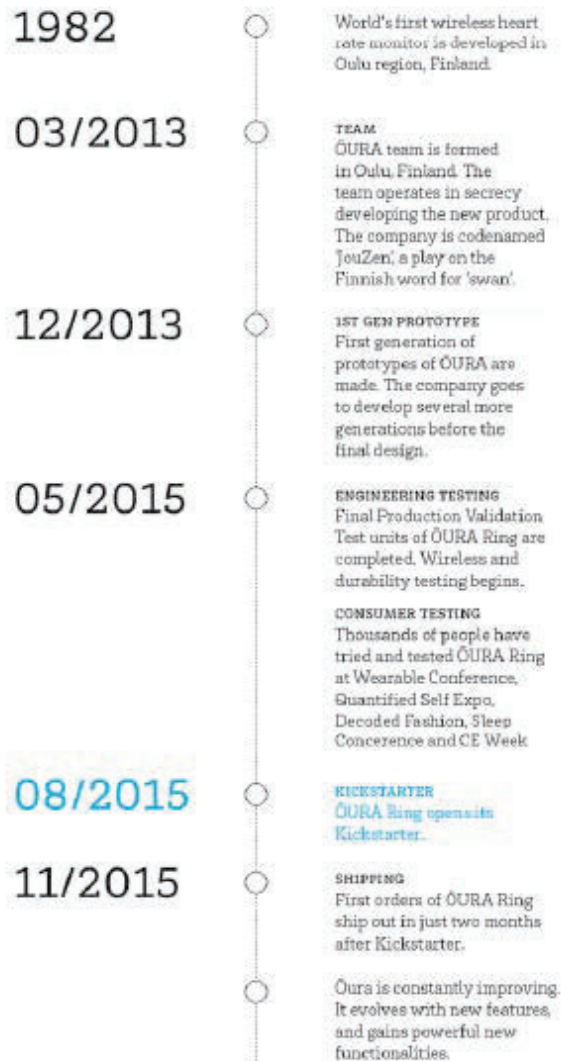
We're excited to announce our collaboration with We Are Curious - a personal data platform built around a growing community of individuals who have questions about their sleep, health, and wellness.



With your pledge you will have the option to link your ÖURA data to the Curious platform where you can track additional factors—set up as 'tags' that you can easily track—and see how they influence your sleep quality and performance. Whether you're interested in your daily consumption (caffeine, alcohol, sugar), sleep aids you might be trying (valerian, melatonin, acupuncture) or other factors in your environment (barometric pressure, CO2, pollen count), the Curious platform enables fast and easy manual entry or automated import, as well as graphing and other analytical functions. You can share your questions and discoveries with other Curious users who share your interests.

Collaboration of ÖURA and We Are Curious makes it also possible for you to share your ÖURA data and lifestyle related data with world-leading sleep researchers. Sharing is optional, but if you choose to do so, you will contribute to creating a whole new level of understanding about sleep and performance in the context of normal daily life.

Timeline



OURA ON ANDROID



January 2016 - Beta
Synchronizes & exports all data from ring
Shows your sleep data in the sleep view
20 leading phone models supported



March 2016 - 1.0
Full functionality
Wider phone models support
Oura Cloud for data storage & backup



Q3/2016
Open API for 3rd party developers
Notas al sleep

ÖURA Team

We have a team with extensive hands-on experience in Health & Wellness, Medtech, Mobile/Telecoms/ICT industries, and in consumer electronics and software including over 20 years of experience in creating algorithms for the world's leading heart rate monitors and activity trackers. The team has strong expertise in applying science, conducting research, bringing out successful products and services, and cultivating continuous customer satisfaction. We couldn't be more excited about what we are doing at ÖURA. We look forward to seeing the ring on your finger and hearing your thoughts on it.



Team ÖURA

Petteri Lahtela · Product

Bringing together his passion on wellbeing, physiology and creating products that people love, Petteri is a serial entrepreneur with 20+ years experience in creating market leading high-tech products in mobile telecom, health and wellness sectors as well as building international businesses and market entries in dozens of countries. ([Linkedin profile](#))

Kari Kivelä · Technology & Design

Driving the pioneering work for design and miniaturization at ÖURA, Kari has previously led global software development at Nokia for 10+ years. Also, as a jewelry start-up entrepreneur Kari is uniquely familiar with design and form factor elements of a ring. ([Linkedin profile](#))

Hannu Kinnunen · Science & Algorithms

Responsible for the science making ŌURA the most advanced wearable wellness device in the world, Hannu has 15+ years of experience at heart rate and activity monitoring pioneer Polar. Hannu is behind most algorithms used in Polar products today and credited in dozens of patents and scientific articles relating to heart rate based signal processing, biosignal detection, and analysis of activity, training, recovery and sleep. ([Linkedin profile](#), [ResearchGate profile](#))

Harri Laakkonen · Software

Bringing intelligence into the world's first ring-size wellness computer by creating the firmware software, Harri is a signal processing, machine-learning algorithms and embedded SW development pioneer and serial entrepreneur with 25+ years experience in creating demanding high-tech products for global markets. ([Linkedin profile](#))

Markku Koskela · Hardware

Creating innovative solutions for accessing body signals in high precision, Markku is an optoelectronics and hyperspectral imaging specialist with 20 years experience in creating demanding measurement systems and embedded solutions for global markets. ([Linkedin profile](#))

Ashley Colley · User Experience & UI Design

Creating the ŌURA user experience. Ashley brings his 25+ years industry experience in User Experience, UI design and innovation to ensure that ŌURA is a delight to use. ([Linkedin profile](#), [ResearchGate profile](#))

Tommi Pyykönen · Supply chain & Customer care

With his 20+ years of experience on multiple management fields, most recently in the global supply chain management of Polar, Tommi is now building world class supply chain and customer care approaches at ŌURA. ([Linkedin profile](#))

Virpi Tuomivaara · Comms

Virpi brings in her international experience in communications and various talents in dealing with people and delivering the key messages in creative ways. ([Linkedin profile](#))

Markku Hooli • Operations & Customer care, USA

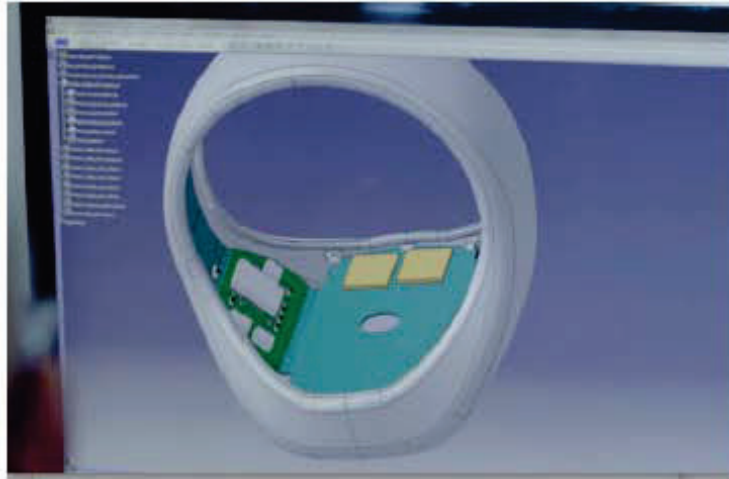
Markku brings in his 20 years of experience in global customer support and care from Nokia. He is responsible for this ŌURA Kickstarter project as well as global customer care, support, and communications. Based in San Francisco. ([Linkedin profile](#))

How the world's first wellness ring was created

To arrive at the perfect design, we went through several generations of prototypes and managed to fit all this intelligence into a small, durable ring. Product development began over two years ago with technology studies and concept development. First industrial design mock-ups were fabricated during 2013. We managed to integrate sensors, electronics and battery to the first fully functioning ring prototype in spring 2014. User testing has been done in our team from the beginning of 2015 onward. Design of the ring and ring box were frozen in June 2015 after extensive electrical, reliability and environmental testing.



Sketching the ŌURA ring



World class miniaturization.

OURA RING EVOLVED THROUGH
SEVERAL PROTOTYPE GENERATIONS



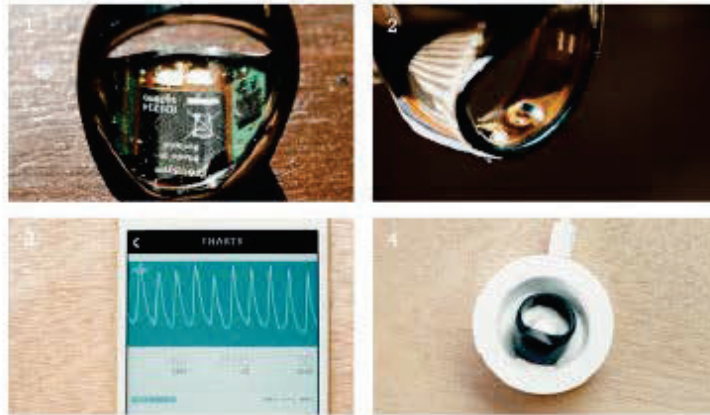
OURA ring is a breakthrough in miniaturization. Fitting the world's most advanced technology into a small, shorable, beautiful ring required many generations of prototypes, done during 2013-2015.

- 1 - First prototype, with external components
- 2 - Prototype evolution
- 3 - First prototype fully integrating components
- 4 - Design and finishing evolution
- 5 - Final prototype with transparent islay



In an unprecedented way, ÆURA combines insightful jewelry design, elegance and ultimate wearing comfort with top tier science and technology to create absolutely unique user benefits. It is the first product of its kind - world's first ring-size wellness computer and app that provide actionable recommendations to improve sleep, and optimize activity, towards better balance and performance.

ÆURA RING FINAL PROTOTYPE
BEFORE VOLUME PRODUCTION RAMP-UP



"We thought it's important for our backers to see that ÆURA ring is real, and beautiful in real life, too. The only difference between this unit and the shipping one is the transparency of the inlay and type approval label design."

- 1 - ARMB® Corus™ M0 gold-plated charging pads and label.
- 2 - Ring inlay showing measurement sensor.
- 3 - Engineering view showing raw HR measurement from prototype ring. Note that engineering view is not available in consumer release.
- 4 - Final ring and dock.

Technical Specifications

ÆURA SPECIFICATIONS

Material	Zirconia (ZrO ₂)
Available sizes	US 6-13 (about 17-23 mm)
Weight (US 12)	15g / 0.5 Oz
Wireless	Bluetooth® Smart
Operating Temperature	-10~70°C
Charging Temperature	0~60°C



ÆURA is designed to become part of your life. Hence, before the advanced technology fit a form so comfortable and ergonomic.

PRICING

\$199

Early Bird Special
(Glossy White / Black)

\$229

Kickstarter Early Price
(Glossy White / Black)

\$299

Retail Price
(Glossy White / Black)

\$399

Kickstarter Early Price
(Stealth Black)

INCLUDED IN BOX

- ÕURA Ring
- Ring Box charger
- Micro USB Cable
- Quick Start Guide

COLORS AVAILABLE



Glossy White



Glossy Black



Stealth Black

BATTERY LIFE

Up to 3 days on one charge
Charges in less than 60 min

RING BOX CHARGER

Drop in Charging pads
Breathing LED light
Micro USB connector
Cable length
Weight

1m/3.3ft
75g/2.6oz

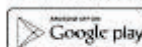


APPLICATION PLATFORMS

iOS 8.0 & later Nov 2015
Android 4.4 & later Q1/2016

PRIVACY

Data Encryption
Secure Pairing



We need you!

We are all set to begin volume production of the ÕURA rings and deliver them from our warehouses in the US and Finland to our backers in November (Apple users) or in Q1/2016 (Android users). Before shipments start we will send you free of charge the complete size range (US6-13) of plastic fitting rings so that you can take your time on choosing your preferred finger for wearing your ÕURA ring and the ring size that matches perfectly with it.

We need you, Kickstarter community to help us ramp up the volume production. We would love to hear your insights to fine-tune the ultimate ÕURA user experience and mobile user interface. We look forward to receiving your feedback on the ring and its daily use as well as wishes for features you might want to have in your ÕURA.

Additional note

OURA enthusiasts already exist in 60 countries. We will ship OURA worldwide, with the exception of:

- no shipping to the following countries due to US embargo: Iran, Sudan, Syria, North Korea (listed as not fully cooperating)
- no shipping to Brazil due to challenges in customs handling.

Please note that shipping to any country outside North America and EU/EFTA may be significantly delayed or even cancelled depending e.g. on the feasibility of local product approval requirements or local import regulations. In a case of cancellation your pledge will be refunded by OURA.

Please note that there may be additional duties, fees or taxes raised by the authorities in your country. You may need to take care of them yourself when receiving the shipment.

Shipping & handling costs: US & Canada \$10 rest of the world \$25



This project is promoted by [Jellop](#), a direct response online advertising agency specializing in Kickstarter campaigns on Facebook Ads and Google AdWords.

Risks and challenges

Design

We make a miniature hardware design product with groundbreaking technology and software to go with it. To arrive at the perfect design, we went through several generations of prototypes and managed to fit all this intelligence into a small, durable ring. Together with our experienced partners we have tested materials, mechanics, electronics, software, and their interoperability extensively to make sure everything works at as high a level as we require.

However, despite all this thorough work on all aspects of the product, something surprising may still occur. We are very confident that any emerging challenges can be promptly solved with our collective expertise.

Manufacturing

All the technical and logistical resources involved in the development of OURA are located within a 30 min drive from the manufacturer. With this expertise and proximity we can deal with any issues that may arise in person and in real time, and be able to implement any corrective and preventive actions that will be required.

Logistics

We are working with market leading logistics partners. With their world class knowledge and support we can solve any issue that may emerge in our logistics structure. We are confident that you will receive your OURA without issues.

[Learn about accountability on Kickstarter](#)

Questions about this project? [Check out the FAQ](#)

[Report this project to Kickstarter](#)

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Aqive LLC
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 **blissol : Engineered for Better Sleep....**
LEESOL
🕒 16 days left • 505% funded



 **Avelo: Meet the world's smartest...**
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🕒 32 days left • 838% funded

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English

\$ US Dollar (USD)

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