

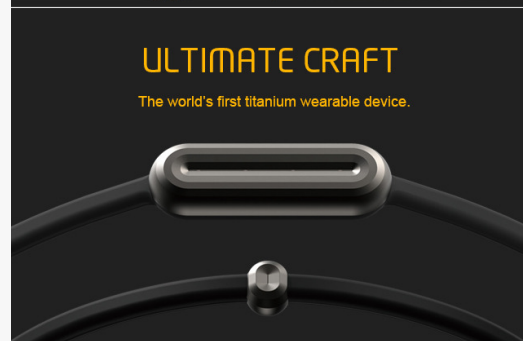
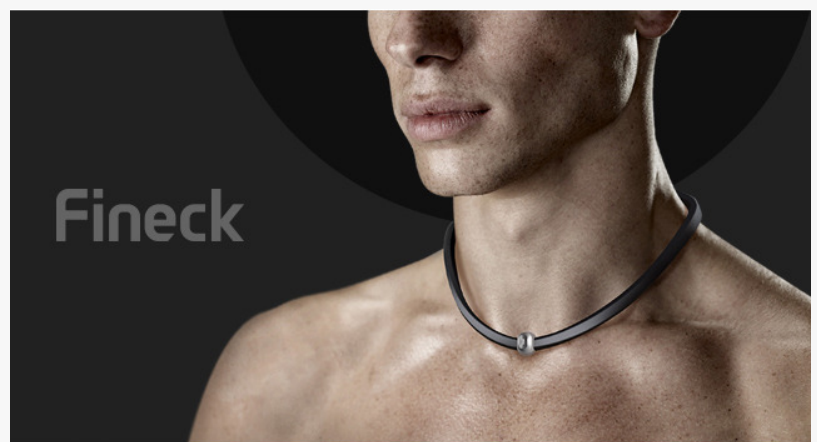
Fineck, Wearable Health Necklace

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/EINPresswire.com/ -- Fineck is an excellent example of an inventor meeting a personal need. The team of specialists at Veari spends a lot of time on their computers, tablets and cell phones. They work long hours, they deal with stress – and all of that adds up to neck pain. They knew that they were feeling it at the end of a long work day, and they were pretty sure they were not the only people to suffer from stiff, aching necks.

They tried several different kinds of monitors before they settled on creating a neckpiece. As wearables go, it is unique. First of all, there is the [high quality of the materials](#). It is made from titanium – a metal often used in fine jewelry, and known to reduce the likelihood of an allergic reaction. The band between the titanium bar that rests on the back of the neck, and the front clasp that looks like a decorative pendant, is made from medical grade silicone. Second, imbedded in the Titanium bar is a tiny, dedicated computer. Finally, it is topped with microdot laser cuts that allow the LED lights to shine through.

The way it works is that the bar lies across the cervical neck bone, where it can create a gentle vibration to send alerts to the user. Fineck monitors and records the wearer's movements while they go about their daily tasks, sending the data to an iPhone or iPad. There the data is analyzed using an app that can be downloaded from the Fineck website. The software suggests activities to relieve the stress that is causing the neck pain. This can range from some gentle exercises to fun video games that are played by using neck movement relayed via Fineck. More than



that, the software can collect health data over time and help the user to develop habits that can create better health.

The Fineck is waterproof, but is not intended for long submersion. It can be damaged by a hard impact, but is otherwise reasonably durable. Its neutral colors will go well with almost any costume, and it will even fit under a tie.

The Fineck team has created a [Fineck Kickstarter crowdfunding](#) event to facilitate getting this smart wearable art into the hands of the many people whose work and play literally gives them a pain in the neck. All contributors will receive a big Thank You, but those who pledge \$69.00 or more can get one of the first Fineck's produced for themselves. Other perks include being mentioned on the company website. Investors who contribute \$5,000 (limit 5) will be invited

to Beijing to have dinner with the team.

The members of the team are Shen Di, Mike Liu, Richy Yuan, and Chiu Ching-Hua. Shen and Richy are designers, Mike is the electronics engineer, and Chiu has a background in sports medicine. They are a hard-working crew who believe that they have found a solution for a problem that plagues humans everywhere.

More than that, they've created [software to help make exercise](#) fun. Currently, there are four games available: Super Down, Jungle Dew, Crushed Meteorite and Animal Runner. As previously mentioned, movement in the game is created by the user moving his or her neck. The games are similar to simple games that are currently available for iPhones and iPad. Instead of simply going through stretches and exercises, users get the same benefit by challenging themselves with a game of skill.

The team has more than ten years of experience with electronic and software design. They anticipate few problems with the manufacturing process, but there is always a chance that a difficulty could develop. Validation and testing has already begun; the crowdfunding campaign will help get the word out about their product, while facilitating the production process.

If you find that your work or play is giving you a crick in your neck, this might be just the piece of smart, wearable jewelry for which you've been waiting. Neck movement is good for people who spend long hours focusing – whether they are working at computers or driving a truck. Fineck encourages a positive health habit that might make a real difference in your health and your life.

About: Veari is a start-up company that specializes in computer and software design. Their most recent creation is Fineck (www.fineck.com), a neck piece that connects to a software app intended to coach the wearer through activities to relieve neck pain.

River Liu

Are you always feeling pain
on your neck?



Fineck
www.fineck.com
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