

Focus Enhancing Wearable FOCI Tackles the Root of Tech Addiction

FOCI tackles the root of technology addiction, by improving people's awareness of distraction and boosting focus.

CAMBRIDGE, UK, ENGLAND, June 13, 2018 /EINPresswire.com/ -- Tinylogics, a global leader in innovative consumer health products launched FOCI, a biometrics wearable that boosts focus, and quickly met its Kickstarter goal within hours, validating consumers' pressing need to fight distractions and improve focus. Even Apple CEO, Tim Cook,



Fight Digital Distractions with FOCI

admits that users are increasingly worried about the amount of distractions and interruptions they get daily. Tinylogics joins companies such as Google and Apple in tackling tech addiction problem, but with a different approach. Rather than trying to limit people's screen time, Tinylogics tackles the root of technology addiction, by improving people's awareness of distraction and boosting focus.

FOCI has been alpha testing at Cambridge University, where 60% of the world's brightest students believe that they have a problem with digital distraction. Social media and mobile technology addictions are real, and harming our attention span. However, to unplug is not an option in a world where we work on computers. FOCI is designed to help people improve awareness of distractions, and fight tech addiction.

FOCI Features:

- Cognitive Biometrics

Helps users visualize their cognitive states in real time and records their states throughout the day: focus, flow, distracted, stress, calm and fatigue.

- AI Mind Coach

Helps users manage distraction and other states with real time feedbacks, and improve their focus with mental strategies.

The small biometric wearable clips to the waist to track diaphragmatic breathing waveforms with a motion sensor. It uses machine learning to differentiate real breathing from noise, identify the patterns and match them to different cognitive states. Most importantly, the neuro-respiratory data is adapted to the user. This gives the user awareness of their varying cognitive states in real time, and powers the AI mind coach.

The AI mind Coach uses interventions and mental strategies adaptive to the user's states. Light distraction is different from recurrent distraction, and FOCI chooses the appropriate intervention, adapting to the person. For example, when you have been focused but get distracted, FOCI vibrates to nudge you to refocus, without you having to look at the screen. But if you are constantly distracted,

it would not help to keep 'nagging' you - the AI coach will prompt you to refocus, with 'if-then' or other mental strategies, which combine audio guidance with user input to help create new automatic responses to distraction, stress or fatigue.

As one of the Alpha testers Alex, an engineering student at Cambridge, puts it, "(FOCI) will tell me I'm not in focus and that will often prompt me to start focusing again, almost out of guilt actually!"

Early Birds can save when they purchase FOCI on Kickstarter with exclusive backer pricing starting at \$65 (40% off). Worldwide shipping to backers is expected to start in October 2018. You can view the Kickstarter campaign here: <https://www.kickstarter.com/projects/661527809/foci-wearable-that-boosts-your-focus?ref=assj9x>

For a review unit of FOCI please contact Gina Hughes at gina@charmed.media.

About Tinylogics

Tinylogics's mission is to make huge differences in and to simplify lives through tiny logical innovations. It was founded in 2014 and is a third time Kickstarter Creator. For more information, visit www.fociai.com.

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This press release can be viewed online at: <http://www.einpresswire.com>

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