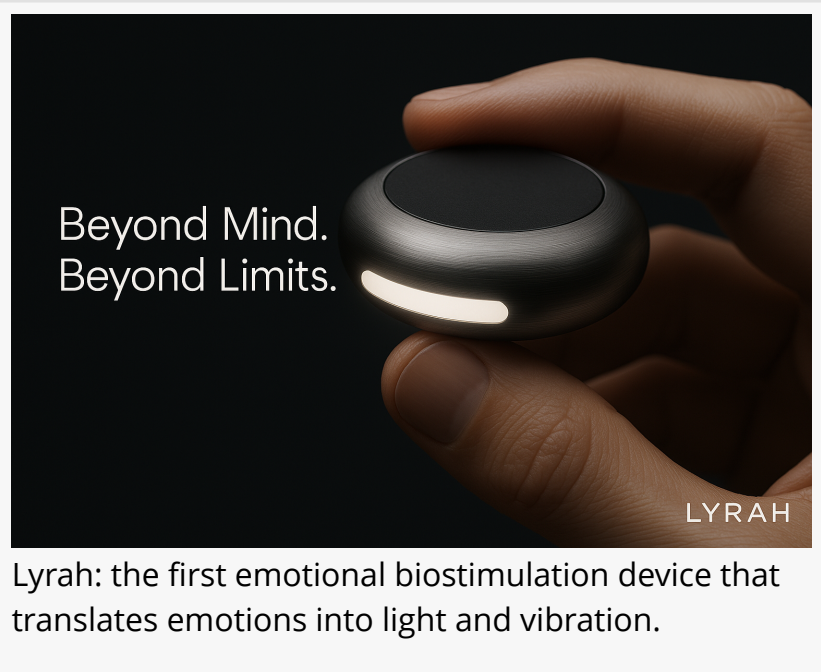


Lyrah Launches Groundbreaking Neuroadaptive Device for Emotional Wellness

With real-time feedback and adaptive light-vibration patterns, Lyrah supports emotional balance, focus and conscious well-being.

MEXICO CITY, MEXICO, April 1, 2025 /EINPresswire.com/ -- In a global context where emotional well-being is increasingly seen as a necessity rather than a luxury, a Mexican startup is offering a different approach. It's called Lyrah, a new technological development aimed at providing a concrete path to emotional self-regulation through personalized sensory stimulation.



Although it has not yet launched commercially, Lyrah is already attracting attention in the fields of emotional health, neurotechnology, and experience design. Unlike conventional platforms focused on monitoring, Lyrah seeks to support the user in real time, offering a tangible way to connect with their inner world.

“

We believe emotional well-being deserves its own technology—one that listens to the body and responds with clarity.”

Andre Alessandro

The system is based on a principle that is gaining traction in applied neuroscience: that specific sensory stimuli—such as light and vibration patterns—can facilitate transitions between emotional states, helping to restore internal balance and increase emotional awareness.

One of Lyrah's most distinctive features is the ARVI system.

More than a sensor, ARVI functions as a feedback guide. It reads pressure and bioelectrical signals from the body and reproduces stimuli that mirror the user's current state. Rather than interpreting data analytically, ARVI offers the body a symbolic reflection of what it is experiencing, opening the possibility of recognizing and transforming that state with greater clarity.

Lyrach also allows users to record what the company calls [ARVI Memories](#)—emotional experiences that can be saved and later reproduced through a personalized combination of sensory inputs. This feature is not intended to replace therapeutic practices but to serve as a direct and intimate anchor to states such as calm, focus, or inner connection.

In addition, the system will connect to a mobile app offering short programs designed for rest, emotional reset, concentration, or alignment. The app will include daily tracking, personalized settings, and a visual representation of the user's emotional map over time.

Although the underlying technology is sophisticated, the experience is designed to be intuitive. There are no screens or complex commands. Interaction happens through the body, quietly, as a subtle way of returning to center.

[Andre Alessandro](#), CEO of Lyrach, notes that the goal is not to offer just another wellness product, but to open a different conversation about how we relate to our emotions through technology.

For now, Lyrach remains in its final stages of development. The company has confirmed it will launch an early access program in the coming months, aimed at a limited group of users and strategic collaborators. A general release is expected by the end of 2025.

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