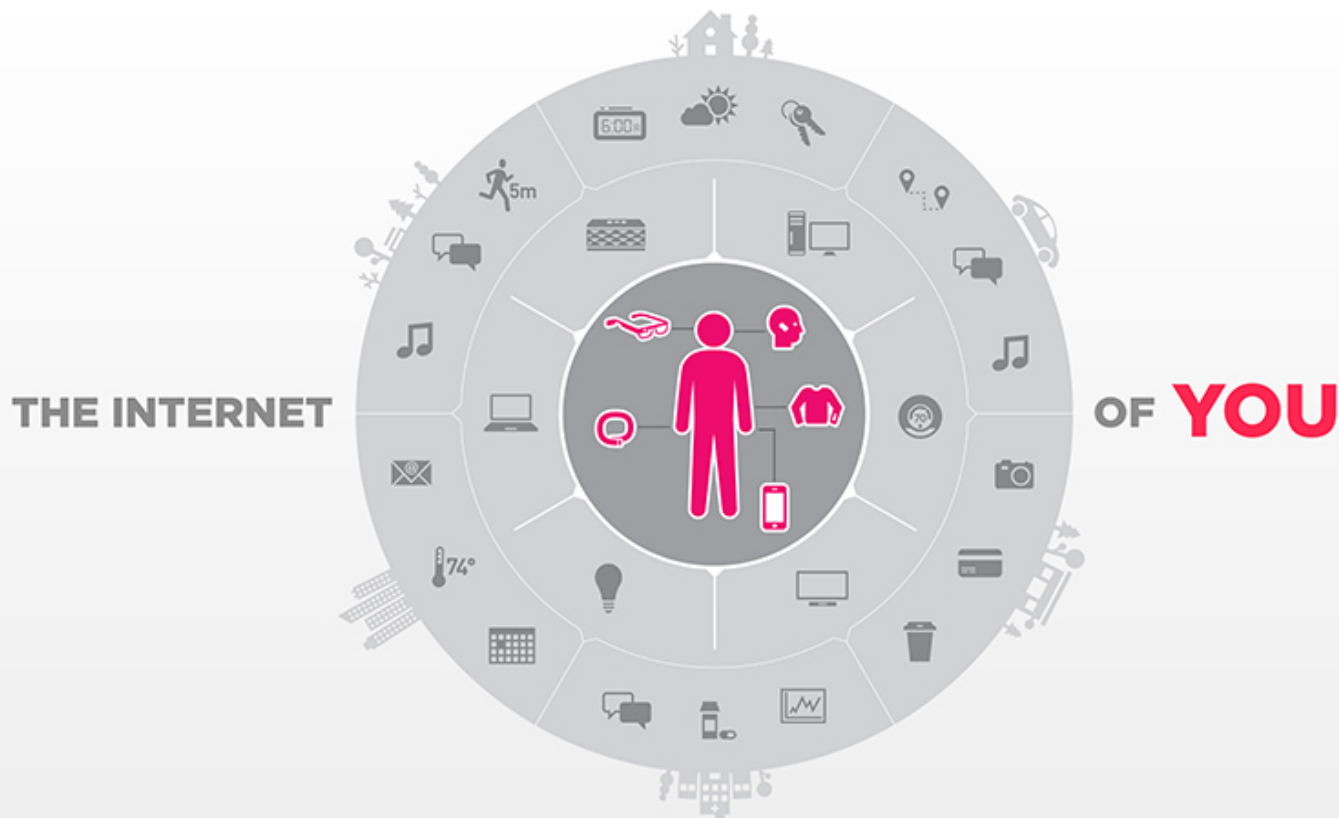




# Less About Things, More About You





# To Understand You, Product has to be Yours

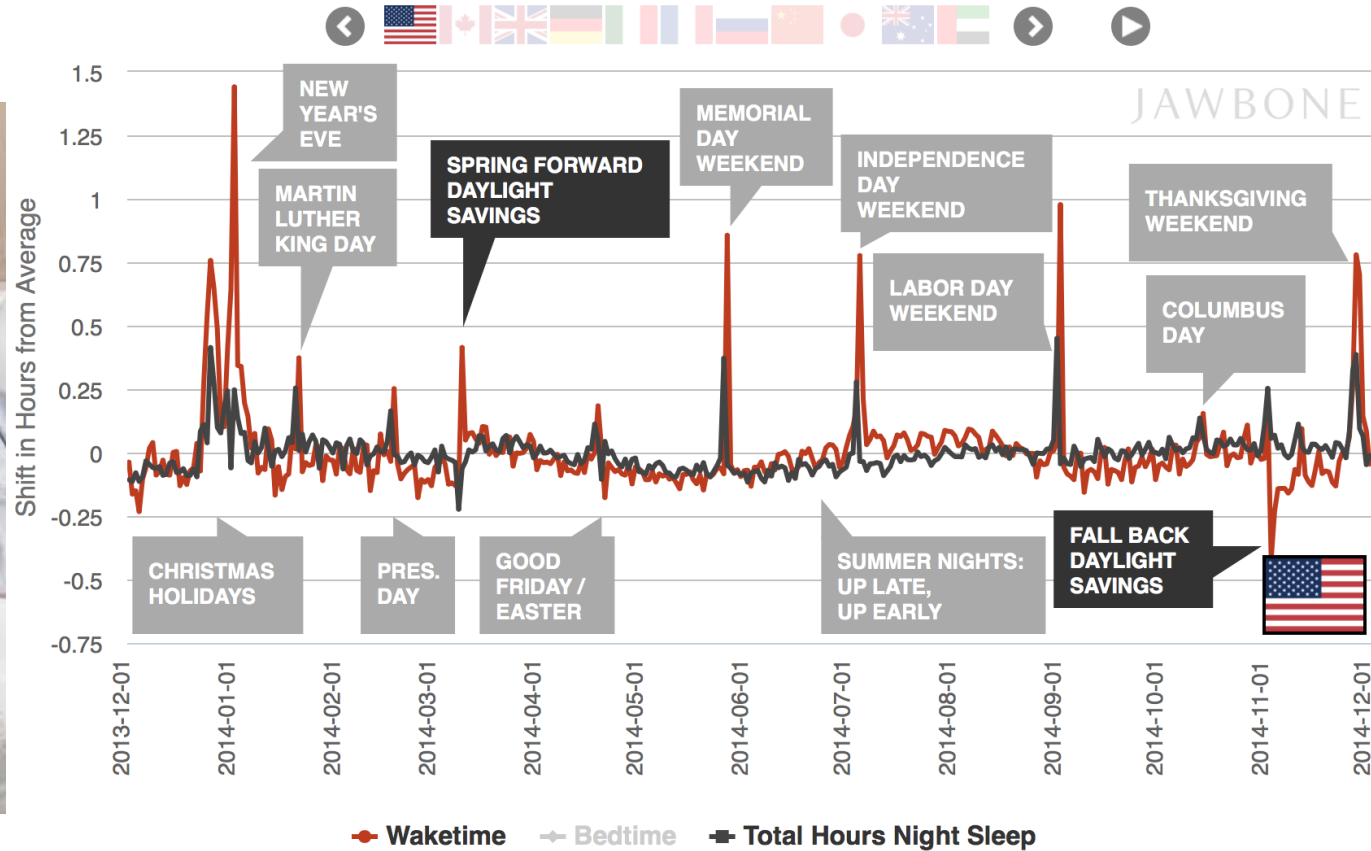


# J The Product is only as Good as the Experience





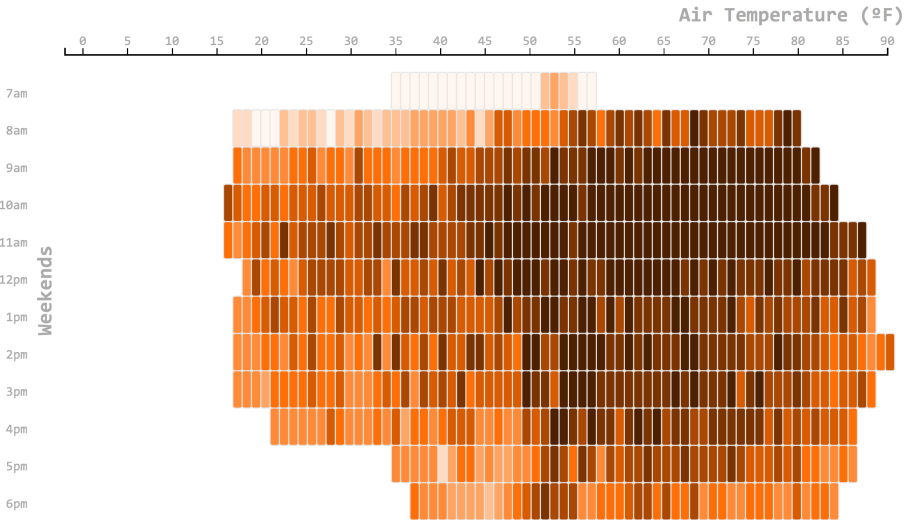
# Only Then Do We Understand Sleep,



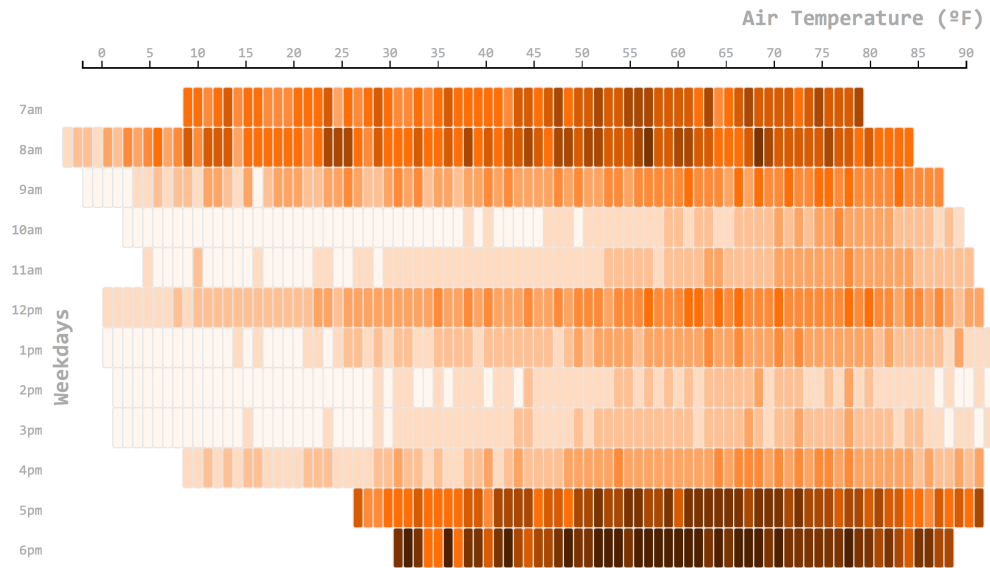


# Understand Movement,

Temperature is important for weekends ...



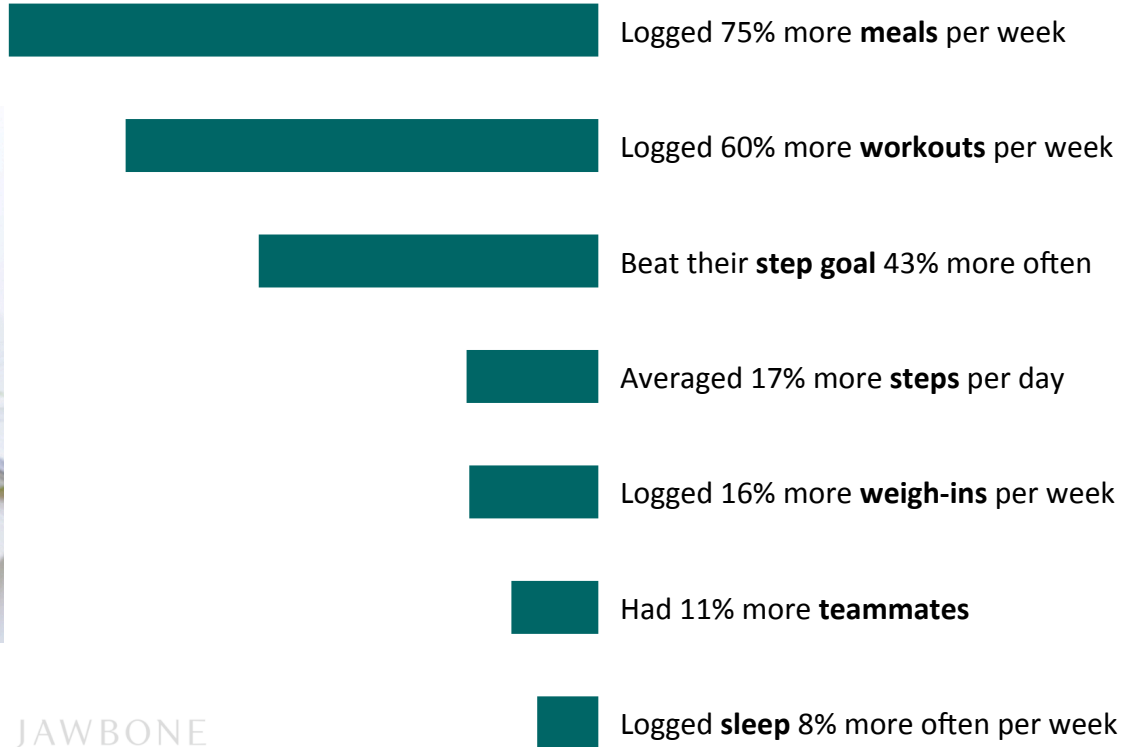
... whereas time a bigger factor on weekdays





# Understand Food,

UP users with major weight loss...

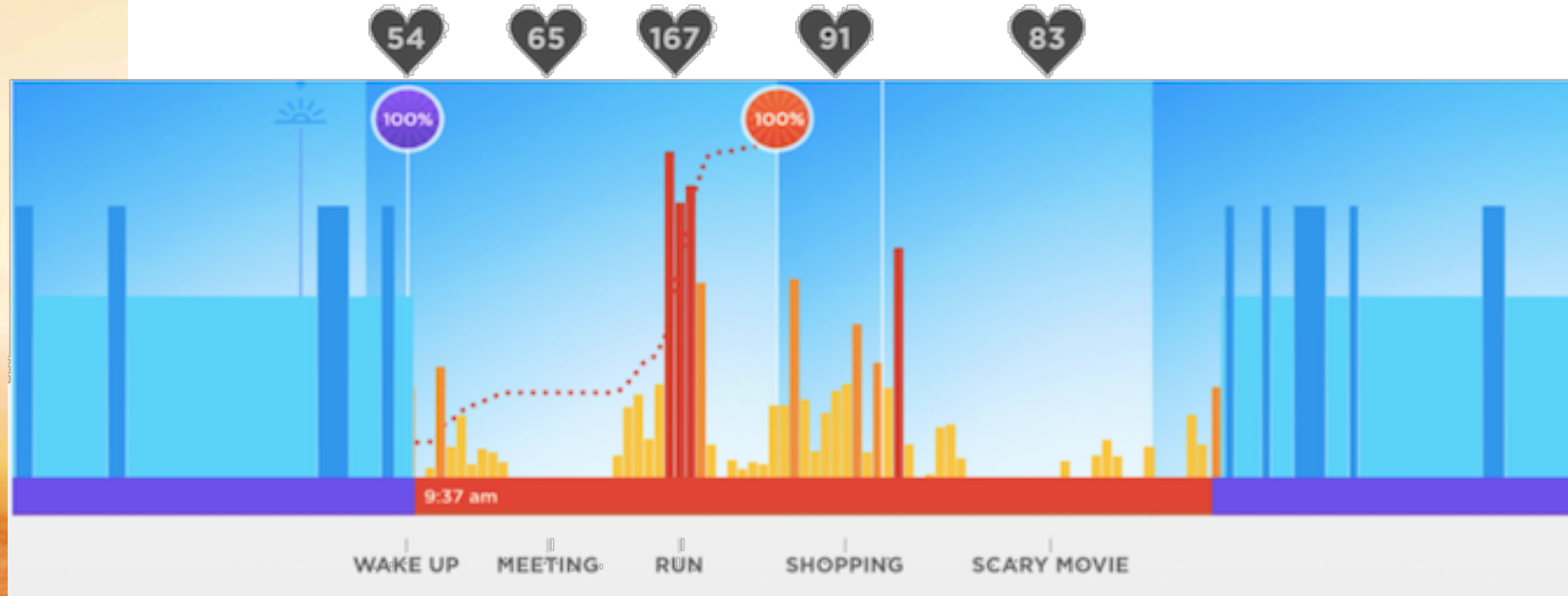


JAWBONE

...than people who did not lose weight.

J

# And Hence Understand Health.



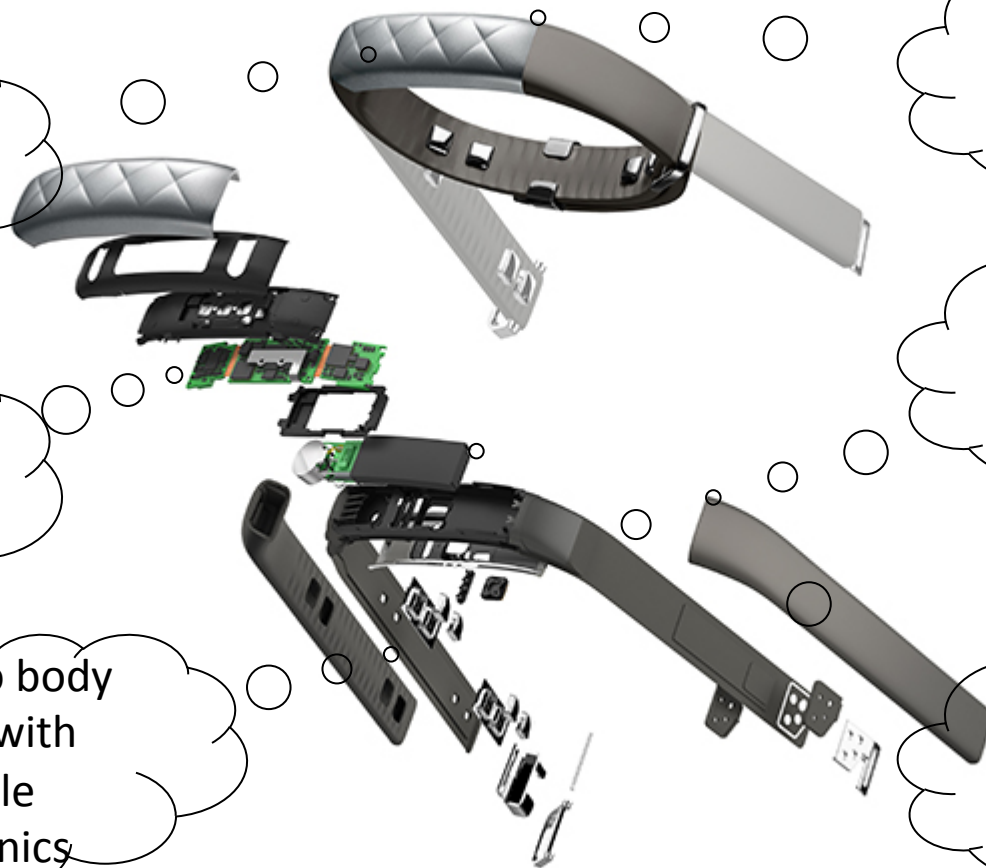


# The Challenges

Waterproof  
with antennae,  
sensors, buttons  
and electrodes

24/7 wear, with  
power in  $\mu\text{W}$ ,  
and soon  $\text{nW}$

Adapts to body  
shape, with  
flexible  
electronics



Stylish and  
upscale, not  
“medical”

Hidden displays  
and buttons,  
not  
“electronics”

Power storage  
conforms, and  
regenerates