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HeartMath's[®] emWave²[®] Technology Pumping Up Inner Fitness

BOULDER CREEK, CA – January 10, 2012 – World-class athletes know it best: finely tuned muscles, lightning reflexes and stellar agility mean nothing when the mind and emotions aren't in sync. That's why performance technology innovator HeartMath LLC's[®] new emWave²[®] device is now making a big splash from the NFL to the average Joe when it comes to pumping-up "inner fitness," gaining an edge on motivation, well-being, mental clarity and tuning the nervous system for optimal performance on and off the field.

Star kicker for Baltimore Ravens NFL football team Billy Cundiff uses his emWave on the sidelines during games in preparation to perform at a moment's notice under high pressure. Cundiff, an emWave technology user since 2007, was selected for the 2011 Pro Bowl as the AFC placekicker and was awarded the Golden Toe Award by editors of *Pro Football Weekly*.

The HeartMath (heartmath.com) technology that Cundiff uses for training and during games comes as a computer interface [emWave Desktop[®]](#) version or a portable handheld version called the [emWave2](#).

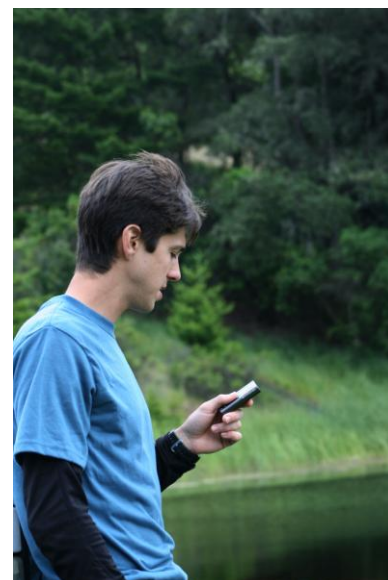
Other distinguished athletes using emWave technology include Olympic Gold Medalists skiers Manuela and Andrea Henkel, Olympian and six-time Rowing World Marathon Champion Anna Hemming, Director of Pebble Beach Golf Academy Laird Small and former number-one ranked professional golfer in the world Ian Woosnam.

Inner Fitness is Coherence

The emWave technologies give real-time physiology readings that help users increase their inner fitness. With the technologies users learn to activate and measure a high-performance, mind-body state called coherence.

As emWave users get real-time coherence feedback they also learn to regulate the emotion state they're experiencing in order to take control of their inner fitness. The emWave works by converting pulse data into real-time displays of coherence levels, as indicated by changing lights and/or audio cues. The technology helps users align their breathing and heart rhythms and – through changing one's emotional focus – it indicates when a physiological shift occurs.

The latest addition to the emWave products, called emWave2, is a tiny mobile device that also interfaces with a computer for viewing live graphs of results, downloading and saving training sessions, as well as playing games designed to help build coherence. The emWave Desktop is strictly a computer-based program that also offers live graphs and has many more games for building coherence as well as an extensive library of information ranging from science to applications.



Using emWave for Results

Learning to activate coherence can help individuals navigate life stressors and reap the mental and physical benefits of the body's systems functioning optimally.

Peak Performance and Mental Toughness Coach Sara Gilman, Clinical Psychology M.S., uses emWave technology with clients who are seeking a performance edge. "It's one of the tools I've adopted because clients are consistently telling me it's getting them results. From professional triathletes to kids in cheer competitions - the results are so consistent," she said.

Gilman said she recommends to her clients to use the emWave for five to 10 minutes before a workout to help reboot their system with positive emotions. "With the emWave, nine times out of 10 they will want to go workout, whereas they couldn't get motivated before," she said.

Why it Works

Inducing a positive-emotion state with the help of emWave technology before and during performance can help synchronize the heart, brain and nervous system, and get the user into a high performance state. Negative emotions, however, trigger inefficient fight or flight responses in the body that often drain energy, reduce performance efficiency and can inhibit mental clarity.

"You can objectively measure your emotional state and become familiar with coherence and what it feels like," said Gilman. "The coherence zone," as Gilman also calls it, "is our natural state and the emWave helps us get back to that when we need to perform more efficiently."

While emWave technology is used by Olympians, professional athletes and regular fitness goers, the technologies are also used in a broader range of settings to help boost optimal performance and reduce the effects of stressful emotions. They are used by the U.S. Military, NASA, more than 10,000 health professionals, hospitals and health clinics, schools and Fortune 500 companies.

The *emWave* products are just two of many components that comprise the HeartMath System of scientifically-validated stress and performance solutions. To learn more about HeartMath and emWave technology, go to www.heartmath.com. HeartMath also updates news and hosts discussions on their [Facebook](#), [Twitter](#) and [YouTube](#) pages.

For more information visit www.emWave.com or visit table A45 during ShowStoppers.

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About HeartMath:

The HeartMath LLC Company provides unique services, products and technologies to improve well-being and reduce emotional stress. Organizational clients include *Blue Cross Blue Shield* and *NASA*. HeartMath studies demonstrating a critical link between emotions, heart function and cognitive performance are published in numerous peer-reviewed journals such as *American Journal of Cardiology*, *Stress Medicine*, *Preventive Cardiology* and *Journal of the American College of Cardiology*. HeartMath's award-winning emWave PSR won the 2009 Last Gadget Standing People's Choice Award at CES. Doc Childre is the creator of the emWave technology and the HeartMath System.