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HeartMath® LLC, AOL's Huffington Partnering to Develop New GPS for the Soul App

BOULDER CREEK, CALIF. – April 18, 2012 – HeartMath® LLC is pleased to announce a new partnership with the Huffington Post to release a new app in June called *GPS for the Soul* that will proactively address the persistence of the world's stress epidemic.

The app development team consists of HeartMath, Huffington Post and bLife. The goal of this initiative is to provide millions of people with tools, techniques and technology to take charge of stress and find more joy, peace and quality in life.

Advances in technology have provided many options for staying connected, yet there can also be unforeseen consequences from all this hyper-connectivity.

“Our hyper-connected society can contribute to people feeling disconnected from an inner peace and balance,” said [HeartMath](#) President and CEO Deborah Rozman, Ph.D. “People can get so caught up with texting, emailing, posting and tweeting; they forget to pause for a few minutes to check in and ask what’s my *inner* ‘status’ report?”

Rozman said the constant stream of information can literally turn people into digital addicts who are in need of their next external stimulation fix. Not faulting technology but rather how it’s used, Rozman adds, “This obsession of hyper connectivity often creates stress overload whether we are conscious of it or not. It can create a distraction from what’s vital to our happiness – a connection with our inner nature and our intuitive signals,” she said.

Arianna Huffington, President of Huffington Post stated in her [GPS for the Soul blog announcement](#), “What we need is a great course-correcting mechanism -- a GPS for the Soul -- because otherwise the consequences [from stress] can be serious, in terms of our health, our relationships, our jobs, and even our country. We have no shortage of examples of smart leaders making terrible decisions. It's not from lack of I.Q., but lack of wisdom. The faster we can course-correct, the fewer negative consequences there will be.”

To bring some balance into our hyper-connected society, the partnership team is developing the *GPS for the Soul* app. Just as a GPS system in a car helps to navigate the best route, *GPS for the Soul* will help users notice when they’ve gone off-course – or have lost sight of personal balance. The app will provide instant, on-demand feedback and suggestions to help users course-correct.

bLife, a mobile developer will be leading the app development, while [HeartMath's](#) cutting-edge technology will be the foundation of the app as well as the app's sensor. “HuffPost is partnering with a group of top-shelf innovators to bring GPS for the Soul to life.” Arianna said in her recent blog announcement.

Russell Bishop, Editorial Director of Huffington Post Media Group, stated in [his blog](#) about the app, “Counter-intuitively, in the midst of hyper-connectivity, technology can actually help free us from the stress and mind-numbing nature of non-stop constant access. This new app will help you notice when your stress levels are rising and provide help in getting back on course.”

“HeartMath’s feedback technology will provide the ability to see when you’re off course or on course with your emotions,” said HeartMath Senior Vice President/CMO, Catherine Calarco. “It’s inspiring to be working with the collective intelligence of this partnership.”

Bishop contacted HeartMath to partner in this endeavor due to its upstanding reputation, which has been acquired from more than 20 years of scientific research and clinical studies demonstrating a critical link between stress, emotions, heart function and cognitive performance

HeartMath brings to the partnership a wealth of knowledge and experience – having developed a highly-successful and comprehensive system of user-friendly solutions for reducing stress, increasing personal resilience and boosting performance. Numerous HeartMath studies, published in peer-review journals such as the *American Journal of Cardiology*, validate the importance of HeartMath’s science and research into heart-brain interactions and is an integral part of their stress solutions and, they claim, a vital element in getting back on course to true happiness.

Rozman said, “We’re happier when we can live more from the core values of the heart, such as appreciation, love, care, compassion, joy, forgiveness and kindness”, which HeartMath calls heart-based living.

The HeartMath System is designed to provide people with practical tools that can help them listen to their inner signals and realign with their core heart values in the midst of all the busyness.

One of the HeartMath tools attracting much attention is the [emWave](#)[®] technology, named by CNN and Forbes as one of the top self-tracking devices in today’s marketplace. The emWave technologies earned numerous accolades including the Consumer Electronic Show’s Last Gadget Standing People’s Choice Award and the Award for Distinction and Innovation from the American Institute of Stress.

“The GPS for the Soul project is strongly aligned with the mission of our company and we’re grateful for the opportunity to share in this endeavor with Huffington Post and [bLife](#). Playing a role in helping people experience more happiness, increased wellness and a deeper sense of connection, peace and fulfillment is deeply rewarding,” said Rozman.

To learn more about HeartMath and emWave technology, go to www.heartmath.com. HeartMath also engages a large community on their [Facebook](#), [Twitter](#) and [YouTube](#) pages.

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About HeartMath:

HeartMath[®] LLC provides unique services, products and technologies to improve well-being and reduce emotional stress. 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[®] Personal Stress Reliever won the 2009 Last Gadget Standing People’s Choice Award at CES. The emWave2, the most recently introduced emWave product, was named by CNN as one of the top health gadgets vying to be big in 2012. Doc Childre created the HeartMath System and emWave technology.