BOULDER CREEK, CALIF. – October 23, 2012 – Real-time heart rate variability coherence feedback, something new to iOS devices, is proving to be a unique feature from the recently released GPS for the Soul app developed by AOL's Huffington Post in partnership with bLife and HeartMath.

“GPS for the Soul brings together HeartMath’s research and technology, bLife’s deep knowledge about mobile and well-being, and the HuffPost platform, to help us all return to our centered place of wisdom, harmony, and balance as many times as we veer away from it,” said Arianna Huffington, President of Huffington Post.

The app incorporates HeartMath’s® patented heart rate variability (HRV) coherence algorithm recognized mostly from their award-winning emWave® stress management technology. HRV coherence occurs when the heart, mind and emotions become balanced and synchronized, which results in an optimal state of being. The app uses the camera as a sensor to measure HRV coherence and works with the iPhone 4®, 4S® and iPad®.

Many statistics show unmanaged stress drives unhealthy behaviors that lead to obesity, diabetes, heart disease, insomnia, asthma and other chronic diseases driving up health care costs. Over the past two decades HeartMath has been researching the inner mechanics of stress and developing proven solutions for reducing it while increasing emotional balance, as seen in HRV coherence feedback.

HRV coherence feedback provides a different view of the heart’s rhythm by showing the pattern of beat-to-beat changes in heart rate, which reflect emotional states. HeartMath’s HRV coherence algorithm shows just how much in sync or out of sync (stressed) an individual is and guides them in achieving higher levels of balance in real-time.

In addition to the HRV coherence sensor, HeartMath also developed a guide within the GPS for the Soul app. This guide provides a highly specialized HeartMath technique designed to intervene and reset stress reactions.

HeartMath research shows that when HRV coherence is activated the physiological systems function more efficiently. Simply stated, the body and brain work better; the person feels better, has more clarity and performs at a higher level.

“Uncovering how the heart affects our emotions and cognitive function is what led our research team to focus on heart-centered solutions to stress,” said Dr. Deborah Rozman, President and CEO of HeartMath. “The heart is a pathway to unraveling and releasing emotion-based habitual responses such as, frustration, anger, fear, insecurity, guilt etc., and instating more beneficial emotional habits such as gratitude, compassion, forgiveness, appreciation, love, and care.”

Numerous studies demonstrate the critical link between emotions, heart function and cognitive performance from HeartMath findings. Many of these studies have been published in peer-reviewed journals, such as American Journal of Cardiology, Stress Medicine, Preventive Cardiology and Journal of the American College of Cardiology.

HeartMath has developed an ecosystem of programs, techniques and technology based on HRV coherence. This HeartMath System, founded by Doc Childre, is being widely used within hospitals and healthcare systems, academic settings and even within the US military for resilience-building pre-deployment and Veteran Administration clinics that are working with emotionally wounded soldiers.
“The GPS for the Soul project complements the mission of our company wonderfully. We’re enjoying this shared experience and endeavor with Huffington Post and bLife,” said Catherine Calarco, Sr. Vice President and CMO for HeartMath. “We hope to touch millions of lives.”

“GPS for the Soul is a convenient method to help people gain more awareness of when they’re on track or veering off track and the app provides effective ways to help people get back on course,” said Calarco.

Learn more about HeartMath and their stress-reducing and resilience building programs, products and technology at www.heartmath.com. HeartMath also maintains a lively presence on Facebook, www.facebook.com/heartmath. HeartMath can also be found on Twitter, LinkedIn, Pinterest and YouTube.

###

**About HeartMath:**
HeartMath® provides unique services, products and technologies to improve well-being and reduce emotional stress. 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.

emWave® is a trademark of Quantum Intech. HeartMath® is a trademark of the Institute of HeartMath. iPhone®, iPod® and iPad® are trademarks of Apple Inc., registered in the U.S. and other countries. Other trademarks mentioned in this press release may be held by their respective owners.