



ReadiBand™ Sleep Reports by Fatigue Science

110 Million Adults complain of sleep problems. The ReadiBand™ provides a simple way to measure the extent of their sleep problems. 2/3's of the consumers are first time store customers.

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Company Background

Fatigue Science, based in Honolulu, Hawaii, is supported by Archinoetics, LLC, a leading multi-disciplinary engineering and scientific research and development firm. The ReadiBand™ is based on research originally sponsored by the U.S. Department of Defense. It has previously been used by industrial and government organizations to reduce fatigue-related accidents in safety-sensitive jobs. Sleep impacts cognitive functions and reaction times, thus the ReadiBand™ is also used today by Olympic and professional athletes to maximize performance. It became available to consumers in select markets in early 2011 exclusively through partnerships with pharmacies.

Product Overview:

Average time to breakeven on initial costs is 6 weeks.

The ReadiBand™ offers the market's only fully integrated scientifically validated system for sleep quality and quantity assessment including cognitive ratings for each day. It allows consumers to get a scientifically validated sleep analysis from their local pharmacy without the hassle and expense associated with undergoing a full clinical assessment at an overnight sleep center.

The ReadiBand™ is a wrist watch and measures the quantity and quality of sleep. Customers pick up the ReadiBand™ at a pharmacy and obtain instructions to wear it 24-hours a day for seven days. They return to the store, where the ReadiBand™ data are analyzed by the company's proprietary software, which produces a personalized report of sleep patterns and their predicted impact on mental effectiveness, reaction times, and performance.

Upon return to the store, the customer receives counseling in understanding the findings and advice from the pharmacist regarding possible solutions. This can and does include OTC products, sleep aid products and referrals to their doctor for a possible Rx as well as suggested lifestyle modifications based on the results of their Sleep Report.

After taking steps to improve their sleep, customers are encouraged to perform a follow-up test to measure improvement. They can compare their first Sleep Report to the second for a "before and after" look at their sleep.

This cycle of four store visits offers repeat opportunities for related product sales of sleep aids, OTC products, or other items, as well as sales of unrelated products.

Product Features

- Comfortable, easy to wear
- Weighs less than 1 ounce
- Waterproof
- Time is displayed
- Rechargeable 60-day battery life
- 4 year warranty
- All data is wirelessly downloaded in less than 15 seconds
- Sleep Report is generated in less than 1 minute and is also emailed to the consumer
- No data is saved after the Sleep Report is generated, protecting consumer patient confidentiality
- Validated by the American Academy of Sleep Medicine and Fatigue Science's own studies.
- 92% as accurate as an overnight PSG study for quality and quantity of sleep
- The Sleep Report does not diagnose sleep disorders

Studies

A major study funded by the U.S. Federal Railway Administration (FRA) validated our Sleep, Activity, Fatigue, and Task Effectiveness (SAFTE®) model as an accurate predictor of cognitive effectiveness. When used with the ReadiBand™, studies show they provide 92% of the accuracy of laboratory sleep testing, considered the "gold standard" in sleep assessment. Results of this and other validation studies are available on request.

Key Customers

London Drugs, with 75 stores in more than 35 major markets throughout Western Canada, became the first retailer to offer the ReadiBand™ beginning in February 2011, following a successful pilot program in 2010.

Rio Tinto, one of the world's largest mining companies, uses the ReadiBand™ as part of a fatigue risk management program in its Australia mining operations, implemented in cooperation with Fatigue Science.

The Vancouver Canucks of the National Hockey League credit part of their current success to their use of the ReadiBand™ system to reduce player fatigue and speed reaction times for optimum game performance. Other professional and Olympic team athletes are using the ReadiBand and Sleep Reports to improve game time performance and speed recovery times for their athletes.

Key Business Partners

Pear Healthcare Solutions Inc., specializing in creating and implementing health screening programs for retail pharmacy. Toll-free 1-877-590-9555.

Ordering Information / Next Steps

Contact Fatigue Science for pricing and program information.
Email info@fatiguescience.com or call (808) 537-5337.