

# emwave®

personal stress reliever®

Media contact: Gabriella “Gaby” Boehmer  
(831) 338-8710 or [gboehmer@heartmath.com](mailto:gboehmer@heartmath.com)

## Stressed, but No Time to Relax? Recharge with emWave Personal Stress Reliever®

**HeartMath will showcase the world’s smallest, most effective personal stress reliever at the 2009 International Consumer Electronics Show as part of the Silvers Summit.**

No one is immune to stress and today’s unstable environment is adding to the overwhelm that people are feeling. A recent [national survey](#) concluded that one-third of Americans are under *extreme* stress. With seventy to ninety percent of all visits to primary care physicians being stress related, and stress as a reason for workplace absenteeism having increased by a staggering 316 percent in the last five years, it is clear that effective solutions to stress are urgently needed. HeartMath stress experts say people often try to ignore stress because they feel that they can’t afford the time to relax, slow down, and still survive in our current social climate. Yet experts agree that stress is one of the most dangerous maladies of our times and should not be ignored. More than 17 years of rigorous research on the relationship between stress and emotions has led to an advanced technology developed by [HeartMath](#) called the [emWave Personal Stress Reliever®](#). The *emWave PSR* is much more than a gadget. This high-touch, interactive technology delivers fast and effective stress relief and has gained respect from the U.S. military, VA hospitals and clinics, and major healthcare organizations such as Mayo Health System and Duke Medicine. The *emWave PSR* will be showcased at the 2009 International Consumer Electronics Show [Silvers Summit](#) conference and exhibition in Las Vegas January 8-11, 2009.



A breakthrough in personal stress reduction technology, the *emWave Personal Stress Reliever* ([www.emwave.com](http://www.emwave.com)) is a science-based solution and was the first recipient of the American Institute of Stress Award for Distinction and Innovation. The device is mobile and small enough to fit in your purse or pocket. Weighing only a few ounces and sized a little smaller than an iPod, *emWave PSR* reads your heart rhythms through its built-in finger sensor and gives immediate feedback, reflecting your emotional state through changing colored lights and sound so you can more effectively manage stress and reset your inner balance. It also includes a hands-free option, a practice plan, and an instructional CD called the “Coherence Coach,” which teaches the user a simple, proven technique for immediate stress relief.

As one of many components that comprise the HeartMath System of scientifically-validated stress and performance solutions, the *emWave PSR* teaches you how to build a buffer against stress by accessing a high-performance state called [coherence](#). Different than relaxation, coherence is a mental, emotional, and physical state that people experience when they’re in-sync or in the “zone” – when the heart, brain, and nervous system are working in harmony. Simply stated, more coherence equals improved energy and less stress.

Deborah Rozman, Ph.D., President of Quantum Intech, Inc., parent company of HeartMath LLC, and co-author of *Transforming Stress: The HeartMath Solution to Relieving Worry, Fatigue, and Tension*, explains:

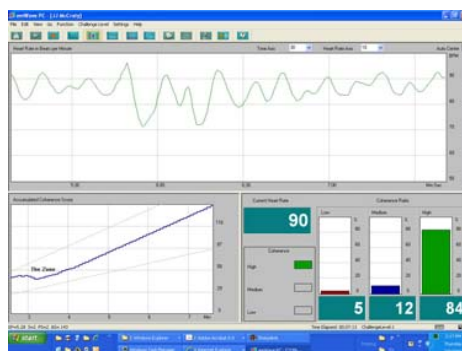
“Coherence can be initiated by genuinely activating a positive feeling – something that warms your heart with a sense of appreciation or care – and holding that feeling in focus for a moment or two. Using the *emWave PSR* leaves you feeling alert and energized when you need to be and able to unplug and unwind when it’s time to.”

HeartMath experts say that by using the *emWave PSR* for just a few minutes each day, you will quickly start to experience the benefits and be able to sustain a state of coherence for longer periods of time.

Science has shown that when we experience and sustain a heartfelt emotion like appreciation or care, it has a profoundly beneficial effect on our heart, cognitive functions, and overall health. In contrast, when we're feeling stress, anxiety, frustration, or anger, it creates a cascade of physiological responses that negatively impact our health and contributes to the aging process.

"Stress doesn't discriminate – it affects everyone and contributes to feeling disconnected," says Dr. Rozman. "Our products help to put you in control of your emotional experiences and revitalize your connection with your own spirit, relationships, and life. They speak to the heart, mind, and soul of people."

HeartMath has also developed the award-winning *emWave® PC Stress Relief System*, a software and hardware program that collects data from your heart through a finger or ear clip sensor that plug into your computer. The program translates the information from your heart rhythms into user-friendly graphics displayed on your computer monitor, allowing you to see your heart rhythms change in real time. With the *emWave PC*, you can store and track your progress over time. The program includes colorful, interactive games designed to help you transform your stress into creative energy. Another feature of *emWave PC* is its Emotion Visualizer® which provides stunning images that emit varying degrees of color and movement as you adjust your emotional state.



HeartMath recently announced a new strategic relationship with Microsoft HealthVault. This relationship offers another convenient advantage to HeartMath's *emWave PC* program. The connected system provides consumers and corporations with online data for overall fitness assessments, the ability to integrate physician's office sessions with patient's home sessions, integrated progress review of stored sessions, and backup storage and synchronization of session information from multiple computers for employers and employees.

Numerous independent studies utilizing HeartMath's technologies are underway. Respected organizations including Kaiser Permanente and Veterans Administration, as well as universities, hospitals, and clinics such as University of North Carolina, Arizona State University, Wake Forest University, San Jose State University, Prairie Heart Institute, Delnor-Community Hospital, and a nationally known pharmacy chain are all exploring the benefits of these technologies with various health and performance challenges such as PTSD, stress, anxiety, ADHD, and hypertension.

HeartMath has earned a global reputation for their innovative research and is acknowledged world-wide as a pioneer in the science of cardiac coherence. More than ten thousand health professionals are now using HeartMath's *emWave* products with patients and employees to help them gain more control of their stress and improve their overall health and wellbeing. The HeartMath System is being used by Mayo Health System, BlueCross BlueShield, Sutter Health, Scripps Center for Integrative Medicine, and Duke Medical Center, as well as many other top medical centers around the world.

The *emWave PSR* will be demonstrated at the [Silvers Summit](#) exhibition located in the Sands Convention area at the CES January 8-11, 2009. The all-day conference sessions on January 10<sup>th</sup> will explore the power of technology applied to everyday lifestyle needs and healthcare management of an aging global population.

#### **About HeartMath®**

HeartMath LLC ([www.heartmath.com](http://www.heartmath.com)), a wholly-owned subsidiary of [Quantum Intech](#), is a cutting-edge performance company providing a range of unique services, products, and technology to improve health and well-being, while dramatically reducing stress and boosting performance and productivity. HeartMath clinical studies have demonstrated the critical link between emotions, heart function, and cognitive performance. HeartMath's compelling solutions for stress relief have been published in numerous peer-reviewed journals such as *American Journal of Cardiology*, *Stress Medicine*, *Preventive Cardiology*, *Journal of the American College of Cardiology*, *Integrative Physiological and Behavioral Science* and *Alternative Therapies in Health and Medicine*.