Kolibree

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Kolibree Introduces Ara, the First Toothbrush With Artificial Intelligence
Tech company sets out to show how AI influences oral care

JANUARY 3, 2017 (LAS VEGAS, NEVADA) - Kolibree, a tech company focused on connected solutions in oral health, launches Ara, a CES 2017 Innovation Award Honoree and the first toothbrush with embedded AI (artificial intelligence).

"Patented deep learning algorithms are embedded directly inside the toothbrush on a low-power processor. Raw data from the sensors runs through the processor, enabling the system to learn your habits and refine accuracy the more it's used," said Kolibree founder and CEO Thomas Serval. "Ara is Kolibree's newest innovation for personalized healthcare, with an eye on disease prevention and wellness," added Serval.

Ara knows precisely where in your mouth you are brushing, even when not connected to the app on a mobile device. Whether brushing on- or offline, brushing data (frequency, duration and brushed areas) is captured in the toothbrush and automatically synced via Bluetooth Low Energy (BLE 4.0) when the app is open. This surpasses the capabilities of any other smart toothbrush. In addition, Ara offers the benefits of an electric toothbrush with bristles and sonic vibrations gentle enough to effectively remove plaque without "overbrushing" that can cause gum recession.

Ara's advanced "offline mode" is a new step for IoT in oral health. It's the culmination of studying behaviors, over a three-year period, of more than 10,000 people who have used a Kolibree toothbrush, the first electric connected toothbrush. The company has learned that children are motivated to brush their teeth, and have learned to brush better, when enticed by a mobile game, such as Kolibree's Go Pirate, which is part of the Kolibree app. Adults, on the other hand, don't always need to be as engaged with an app. Some days grown-ups are too busy or not in the mood to pull out a smartphone whenever it's time to brush their teeth, and this is where Ara comes into play.

Developed for adults, Ara will be the subject of a large clinical study in spring 2017. Testing will take place in USA and Europe and aims to show how AI can change people's daily behaviors and improve oral care.

Ara by Kolibree key features:
- **NEW** - Proprietary AI technology in the toothbrush in addition to 3-D motion sensors, accelerometer, gyroscope and magnetometer
- **NEW** - Offline data capture and analytics include date, time, duration and zones brushed.
- **NEW** - Bluetooth 4.0 (Bluetooth Low Energy) for easy automatic connection and data sync
- **NEW** - Kolibree Index on the mobile app (iOS and Android) displays your personal score based on cumulative online and offline brushing.
- Weighing only 2.5 ounces (70 grams), and with a 2-week battery life, Ara by Kolibree travels easily.
- Weekly e-mail report shows at a glance how well you've brushed over the last seven days.

Ara by Kolibree, introductory priced at USD $129, lets you feel totally confident that you're brushing your teeth well for a healthy mouth and beautiful smile. Pre-orders are accepted at kolibree.com for $79 now through February 28, 2017.

About Kolibree
Kolibree, the smart oral care company, is dedicated to innovation of connected health solutions, such as the first toothbrush with embedded AI, and the first connected sonic toothbrush with 3-D motion sensors. Kolibree uses proprietary technology for data capture and patented M2M technology to provide a personalized, interactive tooth brushing experience for children and adults. Visit kolibree.com, twitter.com/kolibree, facebook.com/sharekolibree, instagram.com/sharekolibree and pinterest.com/sharekolibree.