

Kolibree Chooses STM32 Microcontroller From STMicroelectronics for Ara, the First Toothbrush With Embedded Artificial Intelligence

JANUARY 3, 2017 (LAS VEGAS, NEVADA) #CES2017 – With growing demand for smart products in healthcare and the electronic beauty market, Kolibree, the smart oral care company, introduces Ara, the first toothbrush with embedded artificial intelligence (AI).

The toothbrush brains are new-generation deep learning algorithms running in a microcontroller embedded in the toothbrush handle. It is the latest evolution for the Kolibree brand since the company's 2014 launch of the first electric toothbrush connected to a unique content platform.

“An electronic toothbrush with embedded AI is a highly innovative example of creating an Internet of Things (IoT) product by applying ST's semiconductor technologies, including processing and connectivity solutions, to make ‘Things’ smarter and life better – in this case by improving oral health,” said Jacky Perdrigeat, Vice President Microcontroller Marketing, EMEA Region, STMicroelectronics.

Toothbrush AI means that Ara knows exactly where you're brushing, even when not connected to an app on a mobile device. To track personal performance and improve dental hygiene, just open the Kolibree app to synchronize your toothbrush.

“Ara uses AI to learn your brushing habits, which leads to greater accuracy in a personalized oral health improvement plan to reduce risk of cavities or gum disease. This enhanced risk assessment capability is of particular interest to insurers and dental professionals who see Kolibree's new AI toothbrush as a way to transform client/patient relationships,” said Kolibree founder and CEO Thomas Serval. “The potential to change the business model of insurers is precisely what seduced RBM Salute, one of the most innovative European health insurers, to become one of the first to deploy Ara for its clients,” Serval added.

Ara by Kolibree is introductory priced at USD \$129. Pre-orders are accepted at kolibree.com for \$79 now through February 28, 2017.

#ces2017 #kolibree #deep learning #AI

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.

Media Contact:
Marcia Simon
+1 860 395 7244
marcia@mseusa.com