

# Addapp Integrates with Misfit Wearables to Provide Sleep and Activity Insights to Misfit Customers

17 DECEMBER 2014, SAN FRANCISCO, USA

## SUMMARY

*Addapp today announced a new integration with wearable computing product company, Misfit.*

The integration allows Misfit customers to connect the activity and sleep data from Misfit's Shine, Flash and Beddit devices with Addapp in order to start receiving comprehensive, personalized insights into their data.

CEO and Co-Founder, Kouris Kalligas explains: "I own a Misfit Shine myself and I've enjoyed its design. It's really wearable! I'm really excited to have Misfit on-board in Addapp".

The Misfit integration gives around [500,000 Misfit users](#) the opportunity to dive below the surface of their data and learn more about their sleep and activity data.

## Turning Data to Insights

Addapp launched with 14 [integrations](#), so users can get the most out of the data from the apps they already love, and also discover new apps, to complement the data they're already tracking.

Beyond simply connecting data sources, Addapp gives users a unique perspective on their data. For each user we provide two personalised insights a day. The magic happens by combining their data from different sources in our analytical engine. "We are working everyday to make the engine smarter. Implementing more sources like Misfit is essential in this process," explains Addapp CTO and Co-founder Andreas Creten. "Our integration with the Misfit platform allows Shine owners to take advantage of their sleep and activity data on Addapp."

## Available Now

The Addapp app is available now, for free, in the App Store:

<https://itunes.apple.com/gb/app/addapp.io/id893111432?mt=8>

## RELEVANT LINKS

### Addapp on the App Store

<https://itunes.apple.com/gb/app/addapp.io/id893111432?mt=8>

## QUOTES

*"I own a Misfit Shine myself and I've enjoyed its design. It's really wearable! I'm really excited to have Misfit on-board in Addapp."*

— Kouris Kalligas

*"Our integration with the Misfit platform allows Shine owners to take advantage of their sleep and activity data on Addapp."*

— Andreas Creten

## SPOKESPERSON



**Kouris Kalligas**

CEO & Co-founder



kkalligas



kouriskalligas



**Andreas Creten**

CTO & Co-founder



andreascreten



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**Ash Read**

Head of Growth



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## ABOUT ADDAPP

Our mission here at Addapp is to empower you to be at your best; to feel great; and simply, to live smarter.

There is always room for improvement. We believe that you should strive to improve your well-being bit-by-bit, through small, and sometimes subtle, lifestyle changes. That's why we provide you with personalized insights to help you learn more about yourself and get you marching purposely toward your full potential.

Addapp was born out of a need to create context in the ever-evolving world of wearable technology and tracking devices. Nowadays, millions of us track our steps, sleep, nutrition and much more. The problem is that the data generated from this tracking only tell half the story. We use a data-driven, and science-backed, approach to give you the complete story and create an app that will truly help you live better.

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Addapppressroom

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 Contact information

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