

# Addapp Labs Launches to Better Understand How Consumers Use Data from Wearable Devices

22 DECEMBER 2014, SAN FRANCISCO, USA

## SUMMARY

*Today, Addapp launched Addapp Labs, a 6 month program aimed at helping the San Francisco based startup validate the data received from third party APIs and better understand how people are using data from wearable devices.*

**A**ddapp - whose iOS app allows you to connect to more than a dozen fitness apps and devices to deliver powerful, personalized insights to you about your fitness and well-being – will be supplying chosen Labs entrants with wearable devices to help them track more about their day-to-day lives and well-being.

Addapp will be giving away 17 different wearable devices and app subscriptions to selected people who register for the Labs program. The devices come from the biggest names in the wearable space, including: Fitbit, Withings, Jawbone, and Misfit.

Once selected, participants will be sent one of the 17 devices and will be in weekly contact with Addapp to confirm data accuracy and answer a couple of questions about their data each week throughout the 6 month Labs program.

Co-founder and CTO, Andreas Creten explains: *“We’re looking for people who want to learn more about their well-being through tracking and in return for the free device, we’d like each participant to quickly confirm the accuracy of their data each week and let us know what, if anything, their device has helped them learn about their well-being.”*

The aim of the Labs program is two-fold for the company: firstly, Addapp’s technical team will be able to work alongside Labs participants to validate the accuracy of data transferred to Addapp via various third party APIs. And secondly, it gives Addapp the chance to study how people are using data generated from wearables and to better understand what is missing from a consumer perspective.

Co-founder and CTO, Andreas Creten: *“Addapp Labs gives us the opportunity to work closely with a number of individuals who are passionate about personal data and allows us to really understand what motivates them to track themselves. From a technical point of view it also means we can validate the accuracy of data we receive at Addapp – this is essential for us to*

*provide our users with smart insights based on their own data.”*

Enrolling into Addapp Labs is super simple and will only take a minute. Visit [labs.addapp.io](https://labs.addapp.io) to get started. Spaces in the Labs program are limited and not everyone who registers will be chosen to receive a free device.



#### RELEVANT LINKS

 **Addapp on the App Store**  
<https://itunes.apple.com/gb/app/addapp.io/id893111432?mt=8>

 **Addapp Labs**  
<https://lab.addapp.io/>

#### QUOTES

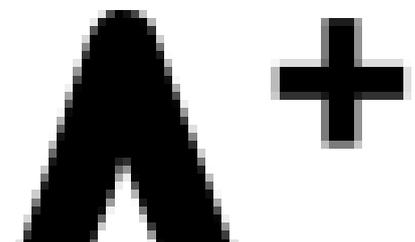
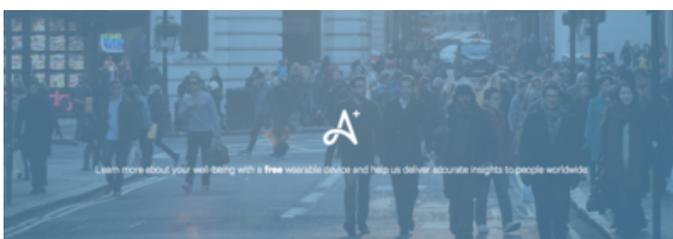
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— Andreas Creten, Co-founder and CTO

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— Andreas Creten, Co-founder and CTO

#### IMAGES





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## SPOKESPERSON



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### Kouris Kalligas

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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.



## Addappressroom

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### Contact information

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### Spokesperson



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