



“Personal sunshine” that boosts energy and improves sleep

The light-based [AYO glasses](#) help people boost their overall energy levels, improve sleep, and beat jet lag during long travels. The result of a three-year development, testing and engineering process, AYO uses the latest developments in Chronobiology (the science studying the human body clock) and delivers clinically-tested soft blue-turquoise light at proper timing and intensity directed by the goAYO mobile app.

This new generation light therapy device uses scientifically-backed method, which enables the regulation of humans’ body clocks, sleep cycles and energy levels in a natural way. Exposure to AYO’s light, similar to the natural sunlight, regulates the production of the sleep hormone melatonin and optimizes the circadian rhythm. This leads to enhanced energy levels and better sleep quality and habits.

The intelligence behind AYO is the goAYO mobile app for Android and iOS. The sophisticated algorithms perform an in-depth analysis of the user’s sleep habits and lifestyle preferences and provide a personalized approach, guiding the user when to use AYO to achieve the best results.

By wearing the AYO glasses as little as 20 minutes a day:

- People who experience sleep problems can improve their sleep quality and habits and set their natural sleep rhythm for brilliant, energizing “sleep time” and healthier, more productive “wake time”. Depending on the individual need, AYO’s sleep programs can also help users wake up earlier or go to sleep later;
- Shift workers can finally adjust their sleep-wake cycle to match their work schedule, so they can stay awake or fall asleep whenever needed, while feeling rested and energized.
- Stressed or tired users, as well as people who suffer from winter blues can bring back their vigor and experience increased energy;
- Peak performers and professional athletes can improve their energy levels for optimum performance whenever they need it most; whether it is before an important competition, business meeting or mental exercise.
- Frequent travelers can beat jet lag quickly, feeling fully refreshed no matter how many time zones their latest trip has spanned.

The AYO light technology is based on Nobel Prize awarded mechanisms, which control the circadian rhythm, as well as many other clinical Chronobiology research efforts at leading institutions including Harvard, Oxford and NASA. Professor Bert van der Horst, Chairman of Health and Chronobiology at Erasmus Medical Center, Rotterdam, cites the novel new product as “the first step in the personal adjustment of internal body clocks. It will help us to improve our lifestyle, remain healthy, and keep the doctor away.”

With its high-quality innovative design, AYO won the prestigious Red Dot Award for Product Design for 2018 in the category of Life Science and Medicine. As the most innovative solution for beating jet lag, AYO won the Travel Retail Awards 2018 in the category of Best Electronics’ Product as well as been awarded as the winner of the Air France – KLM innovation challenge in 2016 and the most innovative product to be sold on-board by Travel Blue and the Global Shopping Forum in 2015. Users of AYO include Heads of States, Olympic athletes, top business leaders and many others!



About Novalogy

Novalogy Inc. is a high-tech company, with offices in the US and Europe, focused on improving and enhancing human life and wellbeing by combining technology, science and creative thinking. The team is built of innovators, visionaries, engineers, programmers and entrepreneurs aspiring to create meaningful innovative solutions that will help millions of people every day to live healthier, happier, and more active lives. Novalogy first introduced AYO in May 2015 when it launched a successful crowdfunding campaign on the Indiegogo platform. After reaching 8 times its initial goal, AYO's were delivered to thousands of excited backers in more than 80 countries worldwide. Now, AYO is available to travelers, energy-deprived workers and sleep-deprived citizens all around the world.

Contact

Aleksandar Dimitrov

Co-Founder & Chief Commercial Officer

aleksandar@goayo.com

www.goayo.com