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What is Ava?

- Ava is a fertility tracking sensor bracelet.
- It tracks nine physiological parameters to detect an average of 5.3 fertile days per cycle.
- It is worn only at night.
- Ava is an FDA approved, Class 1 medical device.

What are the benefits of Ava?

- Detects 5.3 in-cycle fertile days in real-time—more than any other method of fertility tracking¹. Gives couples more time to plan for intercourse during the fertile window.
- Easier to use than other methods: no waking up early to take temperature, evaluating cervical mucus, or using urine tests.
- Provides health insight including sleep quality, resting heart rate, and stress levels².

How does Ava work?

Ava monitors physiological parameters that are correlated with changing reproductive hormone levels. Ava's algorithms use the data gathered continuously throughout the night to detect a woman's fertile window.

Who is Ava for?

- Couples at every stage on the journey to a baby who want to be sure they're timing intercourse around the fertile window.
- Women with regular or irregular cycles between 24 – 35 days.
- Ava has not been tested on women with hormonal conditions that interrupt ovulation, including PCOS and hypothalamic amenorrhea.
- Ava will work for women with mild to moderate endometriosis. In severe endometriosis, where scarring blocks normal ovulation, Ava will not work.

How effective is Ava?

The Ava detects an average of 5.3 fertile days per cycle at 89 percent accuracy³. It was clinically tested in a year-long study at the University Hospital of Zurich under the lead of Prof. Dr. Brigitte Leeners, the leading expert of mathematical modeling of menstrual cycles. The algorithm works from the first day of using the device and adapts to the individual user through a learning process over the first several cycles.

What does Ava measure?

Pulse rate, breathing rate, heart rate variability, sleep duration and sleep phases, movement, skin temperature, heat loss, perfusion, and bioimpedance.

About Ava

Founded in Switzerland in 2014 by data scientists, experts in wearable technology, and women's health researchers, Ava is a medical technology company dedicated to bringing innovation to women's reproductive health. The Ava bracelet is the company's first consumer product. It uses new technology to precisely detect a woman's fertile window in real time. The company is currently recruiting for further clinical studies to refine its algorithms for use in both pregnancy recognition, pregnancy monitoring, and possible use as a non-hormonal contraceptive device. Ava's headquarters are in San Francisco, USA, and Zurich, Switzerland. The medical advisory board consists of Prof. Elena Gates from UCSF, USA (www.ucsfhealth.org), and Dr. Brigitte Leeners from USZ, Switzerland (<http://www.usz.ch>).

For further information, please contact us through <http://www.avawomen.com/doctors>.

¹ In-cycle fertile days are defined as fertile days detected in real-time, not projected based on previous cycle data.

² Stress levels measured via heart rate variability ratio.

³ This reflects a sensitivity of 76.7 percent and a specificity of 91.5 percent
