

Logisens Fact Sheet

Logisens Corporation was founded by Chris Stockinger, an Austrian-born, bio-medical engineer who has worked on bio-sensors in the medical and clinical environment for over 15 years. His initial design made bio-sensors “mobile” so that people can use them in their daily lives. The first prototypes were tested with positive results and in 2004 a team of five people started what became Logisens Corporation. The company is privately held and is headquartered in Milwaukee, Wisconsin.

Three pilot studies were conducted with companies using Optimal Office from 2004 through 2006. In addition to decreasing stress and increasing productivity, a cost benefit and ROI calculation demonstrated an annual cost savings ranging from \$2,059 to \$5,169 or an ROI between 3.7 and 9.4 per year.*

Awards

In 2006, Logisens was presented with the APEX Award from the Colorado Software and Internet Association for the “Most Innovative Technology of the Year.” The award is presented to a technology company that has implemented a new product or service that is new to the industry, creative, fulfills a need in the marketplace, improves the customer company’s bottom line (by increasing revenue or decreasing expenses), improves customer or employee relations, is efficiently implemented, and will have lasting effects on the technology sector.

**Lowering the Costs of Stress – a Whitepaper*, 2007. Logisens Corporation, www.logisens.com

The Logisens team has also won two European Awards for its unique biotechnology applications in the clinical and sports markets.

Products

Optimal Office™ from Logisens is the first device designed to measure stress on the job and provide immediate solutions for decreasing its symptoms. The system improves effectiveness and well-being, at the user’s workspace, in real time.

A bio-sensor implanted in a computer mouse measures changes in skin conductance level (SCL – a clinical measurement of the skin’s response to emotional stimuli) and body temperature. The physiological

data is registered by the Optimal Office software, which provides ongoing monitoring and reports throughout the work day.

When Optimal Office detects increased stress in the user, the system provides onscreen micro-trainings — proven techniques that include breathing, stretching and calming exercises. The trainings appear several times each day, vary from 30 seconds to four minutes in length and are designed to avoid interruption of the user’s work effort. The total training time in an average day is six to eight minutes.

With just a few minutes of training each day, Optimal Office users become aware of stress at the point of occurrence and learn ways to help bring it under control for an increased sense of well being, effectiveness and performance on the job.

Optimal Office turns the user’s computer into a wellness coach, offering training and guidance throughout the work day. The system provides moderate physical involvement through progressive micro-exercises — repeated over time, with minimal time commitment, and offering encouragement and acknowledgement of effort.

The Optimal Office system begins with the *Manage Stress* program — a six month program consisting of approximately 16 hours of self-paced training. The system incorporates the Trans Theoretical Model of Behavior Change. This theory is the foundation for developing effective interventions to promote health behavior change and describes how people modify a problem behavior or acquire a positive behavior. Optimal Office incorporates four elements critical to adult learning: motivation, reinforcement, retention, and transference to ensure user success.

The Optimal Office *Manage Stress* program motivates users by providing an appropriate degree of difficulty, dependent on individual progress. Positive encouragement and repetition of the exercises combine to reinforce the new techniques. Retention is guaranteed by consistent daily practice of the learned skills. Transference occurs when users can apply their new skills on a regular basis.

After users have completed the Manage Stress module and the new skills are second nature, they enter the monitoring mode. The monitoring mode keeps the user in control and is triggered only when a threshold of stress is reached, or at the user's request.

Additional software modules are currently in development and will be available to the public soon.

Intellectual Property

Logisens' core IP is based on more than 15 years of experience and success in the development of biotech and medical devices, and focuses on five areas:

The patented sensors: Logisens' revolutionary bio-sensor technology captures personal bio-reactions such as stress and

excitement in real-time. The design allows for mobility and non-intrusive monitoring during normal daily activities.

The Application Programming Interface (APIs): The real-time personal stress level information can be utilized by software applications in a variety of ways. The programs offer dedicated training and skill building, as well as a new dimension in gaming and specialized market research.

The Training Enablement Engine: Logisens' software architecture allows for the delivery of biofeedback-guided trainings on personal computers and other portable devices.

The methods, intuitive software and biofeedback expertise: Logisens has developed a set of core methods and trainings designed for quick and personalized learning. Logisens also offers assistance from in-house biofeedback experts that will help design and contextually refine the methods and trainings as needed. This ensures the delivery of easy-to-use, intuitive software.

The Web Portal: Logisens will create additional control points by capturing and storing its customer's biofeedback data in a large web-based database. The data

is kept personal and secure. This feature allows Logisens to provide customers and end-users with additional value and services.

In addition to the mobile, bio-sensor SensDevice computer mouse, Logisens' technology is capable of adapting to other devices including steering wheels, remote controls, mobile phones, gaming controllers, and many other personal and portable electronics.

Market Penetration

Logisens' initial efforts have focused on managing stress in the workplace, but the application for its technology is literally endless. The company plans on applying its designs to other stress and anxiety inducing arenas such as sports, gaming, education, market research, and health care. As job and work-related stress is an international epidemic, Logisens is prepared to extend its product line internationally and impact organizations worldwide.

Logisens also acts as an Original Equipment Manufacturer (OEM) for Employee Assistance Programs and third party health care providers that seek to provide original content with the company's delivery system.