NEWS RELEASE

Valencell's New Generation Biometric Sensor System Continues to Set the Standard for Accurate Biometric Wearables & Hearables

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Valencell, the leading innovator in performance biometric sensor technology, today announces the next generation of its cutting-edge Benchmark® series. Benchmark 4.0 introduces the next in the line of turn-key biometric sensor systems, comprised of technology for both hearables and wearables, improving Valencell's market-leading sensor accuracy while addressing two primary market needs – lower power and smaller sensor size, while maintaining the highest levels of accuracy. The Benchmark 4.0 system will be on display at the Consumer Electronics Shows (CES) 2018 Tuesday, January 9 through Friday, January 12 in Sands Expo, Level 2, Halls A-D at the Venetian in Booth #43809.

Valencell selected Ambiq and Texas Instruments to collaborate on the implementation of their market-leading technology into the Benchmark 4.0 system, strengthening Valencell's leading position in the industry by adding metrics, increasing accuracy, and reducing power consumption. Benchmark 4.0 will achieve these breakthroughs by utilizing an Ambiq® ultra-low power Apollo2 system on chip (SoC) and TI analog front end (AFE).

"Since foundation, Valencell has chosen not to compete with silicon providers but rather to collaborate with them by breathing life into sensor and processor components with our technology and expertise," said Dr. Steven LeBoeuf, founder and president of Valencell. "That decision has continued to pay off as we focus on what we do best – providing the marketplace with complete biometric sensor systems for wearables in any form factor and with accuracy in all conditions."

Benchmark 4.0 will feature more than 50 percent power savings in continuous monitoring mode during exercise

and even more power savings in lifestyle mode. A smaller sensor than its predecessors, Benchmark 4.0 will fit seamlessly into hearables and wearables designs thereby expanding the amount of products available to partners and consumers, as well as increasing the potential for additional use cases. Additionally, users will experience improved accuracy in day-to-day activities and high-intensity exercise, furthering Valencell's position as the most accurate biometric sensor on the market.

The Benchmark 4.0 system is comprised of BW4.0, a version of Benchmark for wearables worn at the wrist and arm, and BE4.0, a version of Benchmark designed specifically for hearables. BW4.0 features a microcontroller (MCU) separate from the sensor, giving customers the flexibility to move the MCU to another location and enable overall reduced device size or space for additional components in the device. BE4.0 now enables customers to place the sensor in locations other than the bottom of the concha, allowing for flexibility in design and comfort.

"Ambiq mindfully and strategically partners with market leaders who care about power and we're excited to be partnering with the leader in biometric sensors for wearables and hearables," said Fumihide Esaka, Chairman and CEO of Ambiq. "Valencell's commitment to develop innovative products with both reduced power consumption and increased accuracy solidified our decision to be a part of market-leading technology and we look forward to the many use cases Benchmark 4.0 will be a part of across various industries."

"The new Benchmark 4.0 biometric sensor system utilizes TI's highly integrated AFE4410 analog front-end which helps reduce system power consumption, while delivering improved accuracy in a small size," said Lijoy Philipose, medical and imaging product marketing at Texas Instruments. "Applying these features can help enable Valencell to develop innovative technologies with the potential to better their customers' applications and the lives of the people who use them."

The Benchmark 4.0 system will be on display at Valencell's CES booth December Tuesday, January 9 through Friday, January 12 located in Sands Expo, Level 2, Halls A-D at the Venetian in Booth #43809. For a media briefing contact **valencell@maxborgesagency.com**.