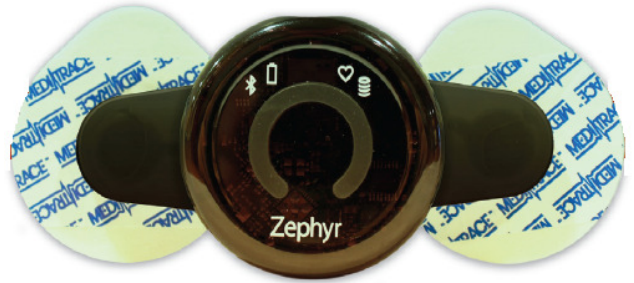


FOR IMMEDIATE RELEASE

## ZEPHYR GOES STRAPLESS AT 2012 CES

Annapolis, Maryland – Date: January 12, 2012 – Zephyr Technology, world leaders in Physiological Status Monitoring, unveils the Strapless BioHarness™ to support requirements from all market segments. The Strapless BioHarness™ utilizes standard off the shelf medical electrodes to mount the BioHarness™, further expanding the application of this versatile device.

Zephyr's technology was vetted with Special Forces, First Responders and Professional Sports Teams. The BioHarness™ 3, which recently began shipping, is based on the previous generation of technology and includes a smaller form factor; longer battery life; advanced accelelemetry; the additional of a medical grade ECG; all at a lower price. "Although our strap technology is the most comfortable in the industry, it is clear that not everyone can wear a strap. The Strapless BioHarness™ is the latest innovation from the Zephyr Team, whose mission is to make wireless health, simple. Our new BioHarness™ 3 is the only wireless sensor in the market that can be used in a fitness application on the soccer field one minute, and then used to measure ECG in a triage situation the next minute. The BioHarness™ 3 is a disruptive technology that can be used on a chest strap, shirt or strapless for fitness, wellness and life care, says Brian Russell, Zephyr's CEO.



You can see the Strapless BioHarness™ in Qualcomm Life's Booth, #3231 at the 2012 CES Show.

### About Zephyr Technology

Zephyr Technology, [www.ZephyrAnywhere.com](http://www.ZephyrAnywhere.com), is a global leader in real-time physiological and biomechanical monitoring or "Physiological Status Monitoring" (PSM) solutions for Connected Health, Fitness and the Academic Research markets. Zephyr Technology leverages a world class team of engineers, scientists, physiologists and business experts.

Founded in 2003, Zephyr Technology has been a pioneer in the use of PSM in training and high stress operational environments. The company's ongoing collaboration with fire departments, NASA Ames Research Center, National Guard Civil Support Teams, and multiple US Special Forces has been invaluable in the development and validation of Zephyr's technology and its application in the most extreme operating environments to **Measure Life. . . Anywhere!**

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